

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXVII

NEW YORK, APRIL 9, 1914

No. 2

## B

**E**VEN its competitors will tell you that Library Bureau is America's foremost manufacturer of card and filing systems and office, library and bank equipment. Its output is univalled. There is a certain touch of perfection to it which no other maker appears to be able to duplicate.

Founded in 1876, Library Bureau now maintains salesrooms in forty cities. It has five factories, employs more than 2500 workers in wood and steel, and

about 300 salesmen who are pretty nearly the "real thing" in that line.

About two years ago, Library Bureau brought its advertising problem to us. It is getting from us a service which its managers are good enough to characterize as entirely satisfactory, with a rising inflection on the word "entirely."

Library Bureau is an account which we prize greatly—not only because its output is the best of its kind, but also because it is an account which affords us the opportunity to do distinctive work.

## N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

# A Hint from the Hotels

The "American Plan" hotel is fast disappearing—too inefficient to survive in an age when costs are counted—belongs to the embryonic period.

The same is true of "American Plan" *Advertising*.

Time was when business was less a science, that you could advertise nationally even if you sold locally—and get away with it provided competition was light and gross profits heavy.

Today the advertiser needs to make advertising and selling co-operate.

Standard Farm Papers enable him to concentrate in those states or sections where—

- his goods are on sale, or—
- his salesmen are working, or—
- conditions are favorable, or—
- weather and season are right, etc.

Every dollar spent in creative work has an open channel ahead to produce maximum results.

For manufacturers who really have *national* cam-

paigns the Standard Farm Papers offer the power of local influence plus the big national circulation at the low rate.

But there are only a *few* such advertisers. Most houses have some state, some section, where conditions make sales too costly for profit—

Through Standard Farm Paper advertising waste is eliminated.



TRADE-MARK OF QUALITY

## Standard Farm Papers

are	Indiana Farmer
	The Farmer, St. Paul
Farm	Oklahoma Farm Journal
	The Ohio Farmer
Papers	The Michigan Farmer
	Prairie Farmer
of	Pennsylvania Farmer
	The Breeder's Gazette
Known	Hoard's Dairyman
	Wallaces' Farmer
Value	Kansas Farmer
	Progressive Farmer
	Missouri Farmer
	The Wisconsin Agriculturist

Wallace C. Richardson, Inc.,  
Eastern Representatives,  
41 Park Row, New York City.

George W. Herbert, Inc.,  
Western Representatives,  
119 W. Madison St.,  
(Advertising Bldg.), Chicago.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893

VOL. LXXXVII

NEW YORK, APRIL 9, 1914

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## Changing a Luxury into a Household Utility

An Authorized Interview with NATHAN MUSHER, PRESIDENT, The Pompeian Company, Washington, D. C.

SHOULD a campaign of education begin with jobbers and retailers or with the ultimate consumers, was the question which confronted us some seven years ago when we set out to make a market for a standardized brand of olive oil, packed in full-measure, distinctive packages, and sold under a trade-mark.

Our decision, made after mature deliberation, was in favor of pioneer promotion work in the trade. We realized that the more channels of distribution we had for our product the greater were our chances for acquainting the consuming public with the article, and we concluded that if we could get druggists and grocers interested these retailers could be depended upon to educate their patrons.

### PRODUCT VIEWED AS LUXURY BY TRADE

Our problem was not merely the introduction of a new brand of goods in a cultivated field but, in a sense, the arousal of interest in a neglected or at least an unappreciated commodity. Although the food quality and medicinal value of olive oil has been known in the Old World for centuries past, its use in the United States at the time we entered the field was comparatively limited. A wholesale grocer who was one of the first upon whom I called at that time told me that \$10 worth of olive oil would remain on his shelves unsold for five years. There was virtually no demand for it; it was carried in stock as a convenience and not because it was a staple.

As far as table use was con-

cerned the oil was generally regarded as a luxury and physicians prescribed it for medicinal purposes very infrequently. The high prices which ruled contributed to the impression that it was not an article adapted for daily use in the average family, and the fact that there was no nationally-known standard brand still further aided to make the public skeptical and timid regarding its use.

We did not set out to revolutionize the olive oil industry, but we observed that the American public was gradually beginning to appreciate and use olive oil more and more and figured that a fair profit could be made by selling good olive oil at a price within reach of the masses. If we were more aggressive from the start than other people who had been selling olive oil it was doubtless because this one product was our bread and butter. Other importers had handled olive oil only as a side line or one item in a large miscellaneous stock. We had only olive oil to sell and our business life depended upon the amount of olive oil we sold.

The price proposition was almost the first angle of our business policy that demanded careful solution, because upon ability to lower prices somewhat and correct the prevailing estimate of olive oil as a luxury depended the success of our plans for popularizing olive oil. In this respect we decided to subscribe to the theory of the European manufacturer who sticks very closely to the old reliable methods of fixing his sale prices by merely adding his cost, over-head expense and legitimate profit, thereby ar-

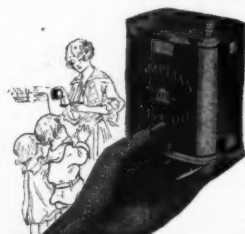
living at his selling price. A good many American firms, it seems to me, have adopted the policy of fixing prices by the method of "How much can we get for it?," "How much will the consuming public stand for?," with an utter disregard for the actual figures that should enter into such a calculation. On this line of reasoning we decided to become an exclusive one-grade, one-brand, olive-oil house and to fix our selling price so that the consuming public would receive the most of the best for the least money. As evidence of how this worked out I may say to-day that the consuming public is receiving for 25 cents, 50 cents and \$1, respectively, just double the quantity of oil purchasable with these sums seven years ago, and moreover the oil now on the market is better in quality and is packed in a more convenient package, better adapted for the keeping of olive oil.

#### THE RIGHT PACKAGE

This matter of the proper package for our trade-marked product was one that loomed large soon after we started our business career. Up to that time practically all the olive oil on the American market reached the public in glass bottles of the four, eight and sixteen-ounce sizes. The bottle, as a receptacle for olive oil, was unsatisfactory to us for a number of reasons. First of all, it affected the quality of the goods, for olive oil exposed to the light in glass bottles not only changes color but deteriorates rapidly in quality. Secondly, there was the serious item of cost. Glass bottles were expensive to begin with; there

were added items of corks, seals, labels, etc., and finally the freight charges for the transportation of glass bottles are, of course, relatively high. Thirdly, we were anxious to capitalize the advertising value of the package on the retailer's shelves because we had decided at that early date that the picture of the package should be featured in all our advertising.

These considerations impelled us to discard bottles entirely and to pack Pompeian Olive Oil only in



**"The  
olive oil  
with the  
fruity  
flavor."**

*"How sweet and wholesome it tastes!"*

That is the first thing you say when you taste Pompeian Olive Oil. And this delightful flavor comes from its *perfect quality*.

An olive oil may be "pure," but it will not be high-grade unless it is made from high-grade olives—no matter where they grow. And it will not retain the delicious native olive flavor unless properly refined and effectively protected.

You get all these advantages in Pompeian Olive Oil.

Made from selected Mediterranean olives—the first or "virgin" pressing of the choicest fruit; refined entirely by *filtration* without the use of chemicals; and securely protected against deterioration, in dainty sealed tins, Pompeian Olive Oil has no superior for any purpose, nor at any price.

Either for table or medicinal use, it is a perfect olive oil.

**Half pint 25 cents. Pints 50 cents. Quarts \$1.00.**  
In air-tight, light-proof, sealed tins. Full measure guaranteed by us.

**Pompeian Hollandaise Dressing**  
Place two hard-boiled eggs in a glass, add one teaspoon salt, one teaspoon sugar, a pinch of black pepper, and half a teaspoon of lemon juice. Blend thoroughly and add gradually four tablespoons of Pompeian Olive Oil. Stir to well-mixed, and the dressing is ready to use. Or, for a more delicate dressing, use a little less salt, sugar, and the measure would acquire a cream consistency.

When local dealers do not carry Pompeian Olive Oil, we will send it to you, charges paid, on receipt of money or order.

Ask your dealer or write us for the Pompeian booklet of choice salad recipes.—**P.F.B.**

**Pompeian Company, Inc.**  
Washington, D. C.

## POMPEIAN OLIVE OIL

THE APPEAL AS SHOWN IN THE COPY IN THE WOMEN'S MAGAZINES

tins holding, respectively, a half-pint, pint, quart, half-gallon and gallon. It was the cutting in the cost of packing and transportation by the adoption of the tin package that was largely instrumental in enabling us to reduce the retail price and this advantage was especially marked after we installed our own can factory in connection with our plant at Bal-



# Responsiveness

*The Delineator, The Designer and The Woman's Magazine*, comprising The Butterick Trio, stimulate their readers with the desire for improved standards of living. They show them the way to better homes, better food, better clothes, better health. They make evident the various needs of the home.

Hundreds of thousands of women look to The Butterick Trio for just this kind of information.

This is one reason why advertising in these publications meets with a particularly ready response.

## The Butterick Trio

**1,400,000 Average Monthly Net  
Circulation Guaranteed**

James A. Townsend,  
Western Adv. Mgr.,  
1st National Bank Bldg.,  
Chicago, Ill.


W. C. McMillan,  
Eastern Adv. Mgr.,  
Butterick Building,  
New York.

timore. No less valuable was the influence of the tin package in the maintenance of the keeping quality of the oil. Oil packed in tins, by means of the vacuum process, will keep unimpaired for four or five years. Finally we have been enabled to secure a package sufficiently distinctive, I think, to impress almost any person who will glance at the shelves or show-window of a retail store.

#### TRADE SLOW TO COME FORWARD

It was hard climbing at the outset to get the trade to take hold of our product. The first jobber who was impressed suffi-

with definite intent that we at the outset sought a foothold in the drug stores and continue that policy to-day in developing new territory. We figured that if we first put the product in the grocery stores of a community it would be almost impossible to induce the druggists to take it on, whereas if we first established it in the drug stores, the mere fact of its acceptance by the druggists would tend to influence the average grocer to seek a share of the business. This logic has been justified. And while I say that grocers sell the greater aggregate amount of our product, that is because



AS A TONIC and  
FLESH BUILDER

## POMPEIAN OLIVE OIL

Is Recommended  
By Physicians Everywhere  
It is Pure, Sweet and Wholesome

*We Guarantee Purity, Quality and Full Measure*

PROMOTED FOR ITS HEALTHFUL QUALITIES IN THE STREET-CAR COPY

ciently with our proposition to place a small order did so only upon the condition that the goods were to be paid for only after the retailers had disposed of every package to the consumers. Then we called upon the druggists in that jobber's territory and personally endeavored to induce them to sell Pompeian Olive Oil in the original packages and to discontinue the method then in vogue of dispensing it as they would glycerine, castor oil, etc. The sales the first year approximated \$3,000 and the business has steadily increased until we sold during the year 1913 more than \$1,000,000 worth of our product.

Whereas there is to-day more Pompeian Olive Oil sold in grocery stores than in drug stores, it was

there are so many more grocery stores than drug stores. Proportionately the drug stores are making the heaviest sales. It is our experience that druggists are closer to the consuming public than grocers and that the recommendation of a druggist carries greater weight in introducing a new or unknown product than that of the grocer.

#### KIND OF "HELPS" PROVIDED

Dealer helps of every description we have employed for co-operation with the retail merchant although I am thankful to say that we have gotten away entirely from all kinds of "free deals," in which I never believed and countenanced with reluctance. It is our policy to supply all our deal-

## What can one advertising agency offer more than another?

All lawyers are supposed to know the law. Each one took a law course and received a parchment. Yet lawyers differ.

Doctors, too.

Men differ.

It is largely a question of aptitude, training, experience, ability, and then—work.

### Calkins & Holden

250 Fifth Avenue, New York



er helps absolutely without cost to the retailers, but we draw the line at bearing part of the expense of the merchant's local newspaper advertising, electric signs, etc. There are doubtless some merchants to whom we could advantageously extend such aid, but in other cases it would not be justified and, as we must have one rule for all, we decline all such proposals. We furnish the retailer with cuts free of charge for use in his newspaper or other advertising and have found that this has been profitable. We are liberal in supplying dealer helps but I do not believe that our waste from this source exceeds ten per cent. We do not, as do many advertisers, ask merchants for their mailing list in order to send out direct the books of recipes and other literature which we have designed for the ultimate consumer but, on the other hand, ship everything direct to the merchant. However, we send such matter for distribution only upon request and the dealer must agree to distribute the advertising matter and must specify the number of copies desired. Then we try to keep tab on him by means of a stencil system follow-up whereby he receives inquiries at frequent intervals as to how the distribution of printed matter is progressing, etc.

#### WORKING OUT PRICE POLICIES

With the adoption of a distinctive package for our standard trade-marked brand of olive oil, the next step, naturally, was to standardize the price by marking on the different size tins the retail price at which Pompeian Olive Oil was to be sold to the consumer. As might be expected with a widely advertised, non-patented article we early drew the attention of the price-cutters and have had the problem of price-maintenance with us in all its varied phases during most of our business career. We are, of course, opposed to price-cutting, but our experience tends to convince us that in the case of a product such as ours it is not possible to adopt for price-maintenance

the hard and fast policy that has characterized some successful advertisers. For instance, we have been compelled to recognize that in the case of Pompeian Olive Oil there is a difference between price-cutting for advertising purposes and to attract trade and ruthless price-cutting to destroy competition. Consequently the action which we have taken and the pressure brought to bear upon a price-cutter has been in some measure dictated by the extent of the protests made by other retailers in his territory.

My observation is that the average retailer in a city is becoming more accustomed to a certain amount of price-cutting and is less upset by it than he was a few years ago. In a general way we are seldom called upon to proceed against price-cutters when they cut prices to a limited extent and thus enable the small retailer to meet the cut and yet make some profit, and this has resulted in the formulation of a sort of policy on our part not to worry too much about price-cutters so long as they do not go below a point that allows 15 per cent profit to the retailer. If they do cut prices below that margin we do everything possible to persuade them to restore the price, and if moral suasion does not suffice, seek to cut off their supply. I have in mind one notorious price-cutter whom we are enabled to keep in line only by supplying him on a hand-to-mouth basis. We never allow him to have on hand more than 25 cases of our goods, because we have learned that if he can accumulate, say, 100 cases, the temptation to cut prices is too strong to resist. However, if we keep him down to 25 cases, just about enough to take care of his normal day-to-day trade, he refrains from advertising a cut price, and thereby creating a demand he cannot fill.

#### AN EXPERIENCE WITH CHAIN STORES

Only recently we had a typical experience with a prominent chain of grocery stores to which we regularly refuse to sell because

## "Home-makers"

Home-makers are advertisers' best customers. To them housework is not a drudge—it's a pleasure—a labor of love. Home-makers are constantly devising something new to make home more inviting. They buy liberally for the table—the entire house.

Small town women are the greatest class of home-makers. With them home-making is a business. Is it strange, then, that "Needlecraft"—the magazine which over 750,000 small town women recognize as their greatest aid in this business, should be the best medium through which to reach their purses?

Advertisers who wish to gain for their products the serious consideration of these domestic business-women of small-towndom must recognize the necessity of using "Needlecraft."

**E**FFECTIVE with the June issue, advertising forms will close on the 25th of second month preceding date of issue. Thus April 25th will be the closing date for the June issue.

Agencies and advertisers are requested to note this change in preparing copy for June and all future issues.

**NEEDLECRAFT PUBLISHING CO.**  
**NEW YORK CITY**

**WILL C. IZOR**, Advertising Mgr., 1 Madison Ave., New York  
**JOHN GRANT**, Western Mgr., 30 No. Dearborn St., Chicago

they will not sign an agreement not to cut prices below a certain figure. This concern in some way obtained possession of half a case of our tins intended to retail at one dollar each and proceeded to advertise them at 55 cents each. As soon as the matter was brought to our attention I communicated personally with the general manager and told him, as we do in all such instances, that we would buy the goods back at the regular price. He said that this plan was entirely acceptable to him and that he would return the goods to us, but, of course, it developed that all the cans had been sold at the

much from the action of city department stores and cut-rate drug stores in offering the one-dollar package of Pompeian Oil at 73 or 69 cents. Evidently the resident of the small town may be willing to journey to the city to buy a dress or make some other important purchase but will not take the trouble to carry home a can of olive oil in order to save a few cents.

That circumstances alter cases and that it is inadvisable to have absolutely inflexible rules, has also been our experience in distributing our product to the trade and allowing quantity discounts. We



When you buy apples, you don't ask for "pure apples," do you?

Then why ask for "Pure Olive Oil," which may be pressed from as many kinds of Olives as there are apples. You want **PURITY Plus QUALITY**, so ask for

**POMPEIAN OLIVE OIL**

NOT ONLY PURE - BUT OF THE BEST QUALITY

A DISTINCTION DRAWN BETWEEN PURITY AND QUALITY

cut price before action could be taken to turn them back to us.

Little trouble is experienced with price-cutters outside the large cities. In towns and cities of less than 25,000 population our dealers have little, if any, trouble in obtaining the full price. Indeed the shoe is frequently on the other foot, for despite the fact that we allow dealers a liberal margin of profit, instances are constantly brought to our attention where dealers in the small towns, especially in the Middle West, evidently consider our placarded prices too low and have taken the liberty of erasing the price-marks on our cans. Our experience is that not even the dealers in towns comparatively close to the large cities suffer

endeavor at all times to hold up the hands of the jobber and to protect him in his rights, but there are conditions when we sell direct to retailers. For example, I have in mind one city which is remote from jobbing centers and in which there are located two large grocery establishments which, while ostensibly retailers, in reality do a semi-jobbing business, supplying in each case 20 or more small stores in that section of the country. The circumstances we believe warrant us in supplying both of these houses direct and in granting them a somewhat better discount than is allowed the ordinary retailer. However, I want to make it clear that we do not allow such firms as liberal a discount as is granted

## PHILADELPHIA

Philadelphia is a city of permanent homes—mostly single family houses—a large percentage inhabited by their owners.

Philadelphia has a newspaper which reaches all the best homes in Philadelphia, where all the homes offer the makings of a mighty stable market—the

**PUBLIC  LEDGER**



the bona-fide jobber, even though their location is such that there is little chance of conflict with the interests of regular jobbers.

The mail-order proposition has but just been put up to us and we have refused to grant to mail-order or catalogue houses the regular jobbers' discount. It is our hope that by charging the mail-order house as much as is charged the small retailer, we can deter the mail-order firms from cutting prices below a point to which the small merchant can also cut and yet retain a profit. However, I hope that the time is coming when the manufacturer will be authorized by law to fix and enforce the retail price.

#### HAS SPENT OVER A MILLION

To date we have spent approximately \$1,250,000 to tell our story and will continue addressing the jury of American consumers. Of the appropriations in recent years about 25 per cent has gone into the booklets, cards, hangers and other advertising literature turned out in our own print shop. About 25 per cent has gone into periodical advertising—principally into the women's magazines. About 50 per cent of our appropriation has been expended in street car publicity.

Up to this time we have spent each year a considerable sum in demonstrations in stores, etc., but the product is now so well established that we have decided to draw in on this form of promotion work and to concentrate upon demonstrations on a large scale. For instance, we will have an elaborate exhibit at the Panama-Pacific Exposition at San Francisco, with a miniature plant in full operation. This policy has been adopted as the result of the success which attended the demonstration which we have conducted at Atlantic City and the demonstrations at various food shows, such as the recent one at Providence, R. I.

Our present policy is to go into the food shows with our own demonstrating force only in territory where we are weak or are confronted with exceptionally ag-

gressive competition. However, we are ready and anxious at all times to co-operate with local dealers in food show exhibits and demonstrations by supplying dealers who will take space with all manner of display cards, etc., and with quantities of paper-weights in the form of a miniature Pompeian can, which we have devised for free distribution on such occasions. Lately we furnished a firm in New Orleans with a total of 15,000 of these small cans for distribution at a local exposition, merely the freight bill on this consignment making something of an item in the publicity account.

#### WHY HE ABANDONED FREE SAMPLING

As I have said, our experience in demonstrating in a large way at Atlantic City was what influenced us to extend this practice. Although we made the mistake of distributing free samples of our product and spent some \$15,000 to \$20,000, the undertaking at the Jersey resort was a pronounced success. No more free sampling, however. A small trial can, sold at a nominal price, is better as a business builder. I am firmly convinced that \$75 worth of these trial packages sold for cash—this is the amount sold at the Providence food show—will produce more results than goods to the value of several times that amount distributed free.

We have been all through the free sampling proposition and have abandoned it almost wholly. Incidentally, we experienced considerable trouble in inducing some retailers actually to give away the trial bottles of oil supplied to them. We found that in many towns and cities the merchants were selling these free packages at ten cents each. We tried to get around that by putting out a bottle which had the words "Free Sample" blown in the bottle, but many a persistent druggist adopted the plan of pasting a label over this inscription and selling the packages as before.

However, the most serious fault which our experience disclosed in the free-sampling plan was found

in the fact that in the case of a commodity such as olive oil a small sample such as we could afford to distribute free did not do justice to the product. The prospect was not supplied with enough to be convinced of its merits. The profitable business in this field, the trade which we are after, is derived not from the customers who take a teaspoonful of olive oil as a medicine, but from the people who have been aroused to an appreciation of superior flavor in mayonnaise dressing, for use on salads, etc., and naturally it is impossible to make an adequate quantity of such dressing with a small free sample of the oil. The trial-size can sold at a nominal price serves the purpose much more satisfactorily, I believe, for all concerned.

So firm is my conviction on this score that I say to the retailer, "If you must give a free sample, give a quart can." I have extended this privilege to a few retail merchants in the large cities that cater to a high-class trade—merchants that I feel sure I can trust not to abuse the privilege—and the plan has proven very effective. Especially has it worked well where another brand of oil was firmly entrenched in a field. However, this form of free sampling, the only one which we follow, is conducted on a very restricted scale. It does not cost us more than \$500 a year and we have no expectation of extending the scope of the distribution.

### Fawcett to Publish "Club Life"

W. J. Fawcett, until recently advertising manager of the Philadelphia Press, is now president of an organization to publish *Club Life*, a weekly publication to be devoted to golf, tennis, motoring, society and finance, with offices in the Mutual Life Building, Philadelphia.

### Calkins & Holden to Place Borden's Copy

Beginning July 1, the advertising for condensed and evaporated milk for Borden's Condensed Milk Company, New York, will be placed through Calkins & Holden. This includes the Borden newspaper and magazine campaigns.

### How San Diego Proposes to Advertise Its Show

Expositions of the past have relied largely upon press work and the advertising of transportation companies to produce the desired attendance. The San Diego Panama California Exposition, however, proposes to get down to business and advertise its wares the same as many other big enterprises have done.

The board of directors has employed the Williams & Cunningham advertising agency of Chicago, and placed in its hands an appropriation to purchase space in double-page units in national weeklies and farm publications. The copy, which is being prepared by Clifford A. Williams, will deal with facts such as railroad rates, hotel accommodations, average expenses during the stay in San Diego, character of the exhibits and concessions, the time necessary properly to see the exposition, etc.

### Distributing 1,000,000 Boxes Through Coupon Ads

Foley & Company of Chicago, after conducting a publicity campaign on Citrolax for several months followed it up by a series of coupon advertisements offering 1,000,000 boxes of Citrolax, one box free to each person who signed and mailed a coupon giving a druggist's name. Citrolax is a tablet effervescent laxative, prepared to take the place of Citrate of Magnesia, which the druggist prepares himself and sells for from 10 to 25 cents a bottle. It has always been found difficult to establish the sale of a product which was intended to replace a druggist's private preparation. The progress of Foley & Company will be watched with interest.

### The "Cotton Belt" Ready to Assist Manufacturers

The industrial department of the Cotton Belt Route of St. Louis is carrying on a newspaper campaign to interest manufacturers looking for new locations. The advice is given that the Cotton Belt Route maintains a thoroughly equipped industrial department which keeps in touch with every point along its lines and ferrets out facts that will make it competent to point out good locations to any line of business.

### Campaign for Fig Product

S. Samaha & Bro., Washington, D. C., are using newspapers to secure distribution for a new fig-nut preserve, advertised as the Mount Lebanon Brand. At the top of the space appears the abbreviated names of all the months of the year with an arrow leading from each name to the jar of figs in the center. This illustration is used to emphasize the argument that this brand of fig-nut preserve is a treat all the year around.



## Westfield the Pure Food Town

**W**HEN King Phillip's War was at its height, Westfield refused to accept Springfield's proffered shelter; refused to desert her post at what was then the western frontier of the state. Hesitation, faltering at that critical juncture, might easily have opened the way for French possession of what is now the United States of America.

Today, Westfield is fighting the nation's battle for Pure Food, without the Government's consent, approval, co-operation or encouragement. She is proving the accuracy of Hoskin's judgment.

"It is characteristic of the American people that what they can properly do for themselves, they do not wait for the Government to take the lead in."

Far from taking the lead, the Government has held back; has procrastinated and has compromised in the performance of a task which Westfield has performed with ease and despatch.

Its splendid Board of Health, under the leadership of Prof. Lewis B. Allyn, has done what "Little Dr. Tucker" recently declared to be out of the province of a health board. "I think," he wrote in the *Medical Review of Reviews*, "that the Department of Agriculture is better able than the boards of health in any of our states, or any commission yet created or proposed, to ascertain the facts in the case and to formulate legislation for the correction of existing abuses."

He may be right, but Westfield (Mass.) didn't propose to wait for the Department of Agriculture to exercise its latent but non-observable "powers." Backed by Prof. Allyn and the Board of Health, it has become in the short space of twelve years a Pure Food Town in truth and in name.

What Westfield has done, every other city, town and hamlet in America can do without consulting any state or national official.

In order that he might preach this glad tidings to the widest possible public, Prof. Lewis B. Allyn accepted the food editorship of the *Ladies' World*—food editorship meaning the editing of the food advertising as well as the editorial pages of this magazine.



The fourth edition of the *Westfield Book of Pure Foods*, published by the Westfield Board of Health, will soon be on the press.

## THE LADIES' WORLD

McClure Building, New York

## A Man with Money in His Pocket

is more responsive to advertising than one who has none. Statistics show that the average of prosperity is higher in Kansas City than in any other city in the United States. Though twentieth in population, it is seventh in bank deposits and in bank clearings.

Here is spending power at its maximum.

You can't think of Kansas City or the Southwest except in terms of wealth and opportunity. The open door to this great and growing market is

# The Kansas City Star

180,000 Copies—Morning, Evening and Sunday

# A. N. A. M. Discusses Circulation Audits, Price-Maintenance and Objectionable Advertising

AT the semi-annual meeting of the Association of National Advertising Managers, held at the La Salle Hotel, Chicago, April 2-4, Russell R. Whitman, managing director of the Advertising Audit Association and Bureau of Verified Circulations, and Stanley Clague, a director of the Audit Association, appeared to urge the importance of a recommendation on the part of the A. N. A. M., that its individual members join the Audit Association. A committee consisting of O. C. Harn, advertising manager, National Lead Company; L. B. Jones, advertising manager, Eastman Kodak Company, and G. B. Sharpe, advertising manager, De Laval Separator Company, was appointed to consider the recommendations of Mr. Whitman and Mr. Clague. The committee made the following report, which was adopted by the meeting:

## REPORT OF CIRCULATION AUDIT COMMITTEE

To All Members:

Your committee appointed to represent the Association of National Advertising Managers in the Bureau of Verified Circulations is really a committee without a job, for since the bureau voted to unite with the Advertising Audit Association, no participation by the association as such in the affairs of the Audit Association is possible. Nevertheless, this committee doubtless owes a report to the association on the situation.

You know the original plans of the Bureau of Verified Circulations from the report of this committee at the last previous meeting. You are also informed by the statements of Mr. Whitman and Mr. Clague at this meeting.

Your committee recommends that this Association of National Advertising Managers select a number of auditing organizations whose audits shall be considered by the Association of National Advertising Managers as authoritative.

We also in particular recommend that the Advertising Audit Association and Bureau of Verified Circulations be selected as one of these approved audit organizations, providing that the Advertising Audit Association will present the results of its audits in a manner agreeable to this association.

We recommend further that our present Committee on Circulation and Rates

be instructed to prepare a form of circulation report for each class of publication which shall be presented as the official form to the Advertising Audit Association and such other auditing organizations as may be approved by the Association of National Advertising Managers.

Inasmuch as this association is committed to the principle that the publisher should pay for the audit, and inasmuch as it is not necessary to be a member of the Advertising Audit Association to secure the circulation reports, we do not specifically recommend that our members join that association, but would express the opinion that it would probably hasten the securing of audit circulation statements if a considerable number of our members should join it.

W. H. Ingersoll, chairman of the Committee on Resale Price Regulation, was unable to attend the meeting, owing to his presence at the Washington hearings. His report, however, was presented to the association by Secretary Patman. Mr. Ingersoll reported that the price-maintenance situation had reached an interesting stage, and reviewed at some length recent court decisions bearing upon the subject. In conclusion the report stated:

Since the several decisions of the Supreme Court, the business interests of the United States have recognized that they are perhaps subjected to unbearable conditions in the market. If big retailers and irresponsible little retailers are permitted to assault the trade-marks of our standard brands of goods it will not be only discouraging to industry and to the wage-earners in the factories where these standard brands are made, but will affect the very existence of the average retail merchant upon whom most manufacturers and the general public rely for the distribution of the nation's merchandise.

Price-cutting has and always will tend to operate to the advantage of the man of long pocketbook, and in the end it builds monopolies by eliminating those who cannot survive the price-cutting wars. In each community, therefore, there will be a tendency for the retail business to become monopolies for one or two large companies, and for these to merge.

Following the acceptance of the report on Resale Price Regulation, the following resolutions



were adopted as the views of the Association:

*Be it Resolved*, That we earnestly favor legislation recognizing and establishing the system of one-price-to-all on trade-marked and branded goods in the mutual interest of maker and consumer and for the protection of the independent dealer against unfair practices and against the extension and encroachment of monopoly; and be it further

*Resolved*, That the secretary be instructed to send a copy to the President of the United States, to every member of the United States Senate and House of Representatives, to the Governor and to every member of the State Legislature; and be it further

*Resolved*, That we commend the utterance of President Wilson at Philadelphia, on October 20, 1912, when in defining his policy he said:

"Safeguard American men against unfair competition, and they will take care of themselves. . . . If you make the processes by which small men are undersold in particular markets criminal; if you penalize in the same way those discriminations by which retail dealers are punished if they deal in the goods of anybody except the big manufacturers; if you see to it that raw materials are sold upon the same terms to everybody; if you see that the closed market for credit is opened up by a very different banking system, then you have freed America, and I for my part am willing to stop there and see who has the best brains";

and we pledge him our earnest support in any effort he may make to enforce the principles of equal rights and equal opportunity to honest dealing with the consuming public.

The report of the Committee on Objectionable Advertising urged strongly the appropriation of a sum of money to be expended in educating publishers to the advantages of clean advertising columns. In part, the report read:

It is estimated, that \$600,000,000 per year are being expended in advertising. The 240 advertisers in our own association alone expend about \$50,000,000 annually. Each advertising manager is paid by his respective concern for advertising work which he does in order to create bigger business for that concern.

We cannot reap the full benefit of the advertising we do as long as we continue to permit objectionable advertisements to appear in indiscriminate affiliation with clean and honest copy, instead of actively helping the publisher to eliminate them. It is not such a difficult matter to make publishers see the wisdom of doing this, when concerted action is put into effect.

There are hundreds of publishers today who have not seen the light; that is to say that they are simply human beings like the average person, and they have not seen the tremendous national

evil behind these objectionable advertisements, any more than any number of the people have not seen it.

Many newspaper publishers have already taken a stand against objectionable advertising, and this association should be the first, from either a business standpoint or from a humanitarian standpoint, or both, to help the good work along.

Your committee, therefore, being strongly of the opinions here expressed, feels that the association should appropriate a reasonable sum of money to be annually expended for this purpose, and if our present funds do not admit of such an appropriation, as would seem to be the case at the moment, we should take such steps to increase our funds so that such work is made possible.

The report of the committee was unanimously adopted, and it was decided to raise a fund to put into effect the work of eliminating objectionable advertisements. A large number of the members immediately promised contributions to the fund.

A resolution was passed affiliating the Association with the A. A. C. of A.

The meeting was opened by an address of welcome by James T. Dunlap, president of the Chicago Advertisers' Association. This was followed by the address of the president of the A. N. A. M., Tim Thrift, advertising manager of the American Multigraph Sales Company. Mr. Thrift's address covered in general an outline of the progress of the A. N. A. M. since the last annual meeting, and explained the work accomplished by the various committees.

Treasurer W. G. Snow, advertising manager of the International Silver Company, reported a substantial balance on hand, an increase of \$1,000 over the balance at the previous meeting.

Secretary Patman read a telegram of greeting which was an invitation to A. N. A. M. members from the chairman of the Convention Committee of the Toronto Ad Club to participate actively in the Toronto convention in June. The secretary reported a large number of telegrams from various organizations and members unable to be present.

Secretary Patman made a comprehensive report covering the work handled by the association headquarters and through the



mediums of the board of directors and various committees. To give some idea of the quantity of detail work handled by the secretary's office, he stated that since the last meeting forty-five bulletins, or a total of 11,250 individual bulletins, comprising altogether 60,000 sheets, had been sent to the members of the association. These bulletins were exclusive of the several thousand of additional pieces of literature in the forms of letters, etc. The secretary's office has been sending out an average of 1,000 letters of information to members each month.

The secretary also reported that over 11,000 publishers had recently been sent circulation statement forms, divided by classifications, and that a very large percentage of these circulation statements had been returned by the publishers with complete information and in many cases the publishers gave additional details. The report also covered various plans which were in progress or which were being worked out, such as graphic charts showing circulation in various territories, and the kind of advertising carried by various classes of mediums. The secretary also mentioned the extensive co-operation from the various publishers' and advertising agents' associations in connection with circulation information, etc.

The membership committee reported that the association now has 243 members. The following additional memberships were received during the meeting: Aperson Brothers Automobile Company, V. E. Jarrard, vice-president and secretary, Kokomo, Ind.; Old Dutch Cleanser Department, Cudahy & Co., E. A. Strauss, advertising manager, Chicago; Thomas G. Plant Shoe Company, R. L. Prather, advertising manager, Roxenburg, Mass.; Federal Motor Truck Company, R. P. Spencer, sales manager, Detroit, Mich.; Holt Mfg. Company, L. W. Ellis, sales promotion manager, Stockton, Cal.; Stewart-Warner Speedometer Corporation, Grindley Adams, advertising manager, Chicago; Washburn-Crosby Company, Benj. S. Bull, Minneapolis, Minn., "Gold Medal Flour."

On the day following the decision of the A. N. A. M. to fight objectionable advertising, the Chicago *Record-Herald* announced in big space on its front page that it would henceforth eliminate all liquor advertising. In its issue of Monday, April 6, the *Record-Herald* ran a front-page feature comprised of scores of telegrams and letters commending its decision.

### Earnings of Ward Baking Co.

Gross sales of the Ward Baking Company for 1913 were \$10,098,646. While net profits are not announced, they are understood to have been equivalent to 7.7 per cent on the \$6,606,900 common stock after interest charges on bonds, 7 per cent on preferred stock and \$221,285 for depreciation. The output of the company from its fourteen plants last year was 249,992,325 loaves of bread.

The company continued its policy of expansion by purchasing a plant in Chicago. The Pittsburgh and Brooklyn factories were enlarged. A factory is being built in Newark.

### Lenox Soap and Karo "Deals" Discontinued

The Procter & Gamble "Lenox" soap deal and the "Karo" syrup display allowance for Minnesota, North and South Dakota, Wisconsin and Montana were discontinued to-day.

The Procter & Gamble deal meant the giving of a half case of "Lenox" soap with each five and a half cases, or one case free with ten cases.

The Karo syrup display allowance deal was a rebate of ten cents per case on supposed display allowance in purchases of five-case lots or more.—*Twin City Commercial Bulletin*, March 28.

### Gilroy Joins "Puck"

Foster Gilroy, formerly general manager of Ewing & Miles, Inc. has become general manager of the Puck Publishing Corporation, New York.

Before going with Ewing & Miles Mr. Gilroy was with the Frank A. Munsey Company, and was at one time business manager of the Automobile Blue Book Publishing Company.

Mr. Gilroy is succeeded at the Ewing & Miles agency by Arthur C. Doornbos.

### Scranton Papers Sold

The Scranton, Pa., *Tribune-Republican* and the Scranton *Truth* were sold on March 30 at receiver's sale.

George A. Somarindyck was the purchaser. Mr. Somarindyck was part owner of the *Truth* until 1912.

### New Agency in Peoria

The Mace Advertising Agency has been started in Peoria, Ill., by M. J. Matusak and Lionel Boniface. Mr. Matusak was for seven years with the Root Newspaper Association.

## The Diary of a Sales Manager

Hawkins, Whose Advertising Experiences Were Chronicled in PRINTERS' INK Last Year, Resumes His Writing—Some Problems Encountered While Putting a Hosiery Concern on the Map

By Roy B. Simpson

Adv. Counsel, Fisher-Steinbruegge Advertising Company, St. Louis

EDITORIAL NOTE—This diary will consist largely of the personal experiences of the author. Some of the larger problems of advertising and sales promotion that have been handled in several different organizations will be crowded into the space of the few weeks covered by these stories. So many delicate situations and strange personalities will be revealed and discussed that real names will be obscured. Until recently Mr. Simpson was for several years advertising manager of Roberts, Johnson & Rand Shoe Co., one of the world's largest shoemakers.

FIRST WEEK—A NEW JOB

IT is up to you, little diary, to become again my confidante for a little while, and I am the only one to sympathize with you. Nearly four years ago I closed your pages on my try-out as advertising manager for the Crescent Stove and Range Company. I am still on the job and it looks as if I am a fixture in Jaynesburg. There have been a lot of changes in the old house. Several new people have bought into the company, and several of them are very scrappy. Since dear old Reddy died, nine months ago, I have been in charge of the sales as well as the advertising.

MONDAY—Within five minutes after opening my desk this morning my "hunchograph" showed indications of an approaching storm. Mr. Hume, one of our new stockholders, who was elected treasurer at the last annual meeting, came to me with my statement of last month's advertising account and delivered a few hot remarks about "such a useless waste of money."

Then Mr. Adams, our president, came in and instead of his usual hearty greeting to Hume, he turned his head and said nothing. Next came Jasper, another new member, who succeeded Pop Alli-

son as vice-president. He stopped at my desk long enough to say: "Hawkins, you should have been here Saturday afternoon, instead of playing golf. We had a hot time, but you'll hear about it all right."

How little the outside world knows of the inside workings of a big corporation! Half the men in Jaynesburg would willingly change places with our president, but he is one of the most unhappy men I know, and he must bear his sorrow in silence. Our other officers and directors are seemingly smug and contented but the smile on their faces is only assumed to hide their misery.

The swiftly moving railroad train goes through an open switch, and much property and several lives are sacrificed. The great floating palace strikes an iceberg in mid-ocean and more millions—more lives—are lost, but greater still are the losses in the sea of business.

THE GREATEST OF DANGERS

The chief navigators of the vast sea of business are those who head our great corporations. They know that the greatest of the hidden dangers is the shoal of *internal dissension*. It is the rock that wrecks the ship, shatters ambition and casts the shadow of despair upon thousands of happy homes. Our good ship is headed toward this rock, while a thousand contented men in our foundries and shops are working and sleeping.

There's a fight among our directors—a mean, unnecessary fight for control. The directors called a special meeting last Saturday afternoon after I left the office for the day. All but Jim Lane and I were there. Our presence was not desired. Mr. Adams told me this much late this afternoon. He wants to see me in the morning.

\* \* \*

TUESDAY—The big boss called me into his office early this morning and closed the door. The rings under his eyes and the lines on his forehead showed that he had passed a sleepless night. His first remark was, "Mr. Hawkins,

# Reduced to Lowest Terms

A branch office was holding a meeting of sixty salesmen in Chicago. The question of advertising came up. There was a general and patent sentiment among the salesmen in favor of THE SATURDAY EVENING POST.

One of the more cautious managers, with an eye for the dramatic, cut out a piece of paper the size of a Post quarter-page, and, holding it in the air, said:

"There, boys, that costs \$1200 a week. Would it be worth \$1200 a week to this company?"

The boys were somewhat taken aback. \$1200 was a lot of money for just that.

Then one of them, who tempered his dramatic sense with common sense, took the piece of paper and said:

"That's not the question. To me in Indiana that doesn't mean \$1200 a week, or to Jones in Texas. There are sixty of us. Here's the point: Each of us gets \$40 or \$50 or \$100 a week salary. Each of us spends \$40 or \$50 or \$100 a week traveling expenses. Would this be worth \$20 *apiece* to *each* of us in our respective territories to help us sell more in a town, to cut down the proportions of our selling cost to our sales? Is it worth \$20 a week to you, Jones?"

That made it unanimous.

THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE, PHILADELPHIA



## McCLURE SALES

Results from two  $\frac{1}{8}$  pages, in direct sales last fall from *McClure homes* for a national advertiser amounted to \$924.13. All of the sales were traced directly to two  $\frac{1}{8}$  page advertisements, and these advertisements at that time were still bringing in replies.

On March 11, 1914, this advertiser, who is now using larger space, writes:

"McClure's Magazine has been at the head of our list for the past two seasons, and is at present running far ahead of any national magazine that we use, and we use nearly all of them."

If McClure's can do so good and consistent a job for this advertiser—selling a high-grade product at a selling cost of 12%—wouldn't it pay you to employ McClure's to act as *your* salesman?

McCLURE'S MAGAZINE  
McClure Building  
New York

I am now president in name only." And then he continued:

"You will remember, Hawkins, that Reddy was one of our largest stockholders. Under the terms of his will Mr. Hume, our new treasurer, became executor of the estate. He is Mrs. Reddy's uncle, and is one of our most successful bankers. Shortly after Reddy died Hume began to buy our stock—as much as he could get. Six months ago he demanded a place on our official board. He got it because he was entitled to it, and he votes both his and Reddy's stock.

#### ENTER THE CAUTIOUS BANKER

"Then Pop Allison wanted to retire, so Jasper bought his holdings at a good figure. He is related to the Hume family by marriage. The Humes now control 46 per cent of the stock of this company. I own 40 per cent and the other 14 per cent is owned by you and other smaller stockholders. In a knock-down and drag-out fight we could probably muster enough strength to lick the Humes, but it would get into the papers and cause us a great loss of business. It might even result in a receivership, and this is what we must avoid.

"We held a special meeting of the board last Saturday afternoon, and I listened to a tirade from Hume. He said I am getting old and childish. He charged me with extravagance in our advertising. It galled me to hear such talk from a man who never sold anything but money in his life, and naturally some very warm words passed between us.

"Hume contended that the age and reputation of this concern was such that we should limit our advertising expenditures to the cost of our general catalogue. I couldn't agree with him because I know that advertising has been one of the chief factors in our success. More than this, I know that the fast-growing and highly successful concern never eliminates its advertising except for one thing and that is—*corporate swelled-head*.

"To make a long story short,

Hume and Jasper were willing for me to retain the presidency if I would agree to their policy of retrenchment. I consented because I know that one year will suffice to smash their false ideals. We must immediately cancel all our advertising contracts. I am not going to advise you what to do. If you want to stick on this proposition with me for another year you may do so. If you want to leave us we will part good friends."

\* \* \*

#### DECIDES TO LEAVE

WEDNESDAY—I discussed our business troubles with Jane until after midnight, and came to the office this morning with my resignation in my pocket. Fought shy of the officers all day. My first work was to send a special letter to our sales force advising them of changes in our advertising policy, but I let the boys down easy by advising them that another plan would be substituted in the near future.

Then I went to Andy Tolleson's. Andy is our advertising agent. He went up into the air over the news, but cooled down in about an hour and instead of canceling our contracts we ordered them suspended.

\* \* \*

THURSDAY—Everything moved off as smoothly to-day as though nothing had ever happened to disturb us. The whole bunch is seemingly in a good humor. As I was leaving for the day the big boss asked me what I had decided to do and I passed him my letter of resignation.

"Good-night! Hawkins, I'll see you later."

\* \* \*

FRIDAY—Mr. Adams still clings to his old habit of coming to the office early. He was on the job when I arrived and curiosity to hear what he had to say about my quitting forced me to see him at once. On his desk were several boxes of hosiery.

"What do you know about socks, Hawkins?" was his greeting. I replied that my knowledge of ho-

siery is limited to the kind of service they give my family and me. In our case we spend about half as much for hosiery as we do for shoes.

"Those are good figures," continued Mr. Adams, "and I am glad to have them. I have several hundred reports from individuals, showing the amount of the shoe and hosiery purchases. You spend more for your hose than the average, but a few men and women buy more hose than shoes. Now, listen to this proposition, Ralph, and see if it interests you.

#### NEW BUSINESS PROSPECTS

"Only three lines of merchandise are made for every member of the family. They are shoes, hosiery, and underwear. A St. Louis shoe concern became the largest manufacturers in a few years by making a general line of footwear—both the specialties and staples for men, women and children. It sells its shoes direct to the retailer and its good values are backed by advertising that can be appreciated and used by the country merchant as well as the city dealer.

"Most of the widely advertised brands of shoes are what are known as specialty lines. Some concerns make a line of fine shoes for men. Another makes dress shoes for women. Others make children's shoes exclusively, and some make nothing but work shoes. Their trade is limited. But the general-line manufacturer can sell the merchant everything he needs. It is not necessary to mix lines.

"The same plan should apply to the hosiery business. Practically all the advertised, trade-marked lines are specialties. I don't know of a single advertising manufacturer who makes a general line of hosiery in all grades for men, women and children. Several jobbers carry a general line, but the jobber's profit must be added to the profit of the maker.

"I was thinking about this four months ago when John Allis and Walter Schmid asked me to help finance the Surewear Hosiery Company. It seems to me that a

general line of hosiery for every member of the family would be a mighty good proposition. A line of this kind, to be sold direct to the retailer by the maker, should be at least 30 per cent as good as the famous general line of shoes I have mentioned.

"So we organized the company and I am one of the vice-presidents. Our machinery has been installed in the new building on the corner of Wayne and Pope streets, and here is the kind of socks we can make. We will have to job our silk hose for a while, but will make everything else in the line.

"We have not appointed a sales manager. Allis has been looking after the sales end temporarily, but his heart is in the manufacturing and we must get a man at once. If you want to tackle it I can put you in on a reasonable basis with arrangements for you to get a good block of the treasury stock and pay for it in two or three years. It looks like a good proposition to me. If you are interested I will take you to the mill to-morrow and we will look it over."

\* \* \*

SATURDAY—I am now sales manager of the Surewear Hosiery Company of Jaynesburg. Mr. Adams took me to the mill to-day and introduced me to Allis, Cohn and Schmid, the practical men of the company. All the rest except a few salesmen are green men, therefore I will have a chance to learn with them.

I also met Clair M. Davis, the president of the Surewear company, who is to be my new boss. He wants me to start in next Monday morning. Mr. Adams says that Jasper can take charge of the sales at the Crescent Stove and Range Company, as he has had experience in directing salesmen and has expressed a willingness to take the job.

We returned to the Crescent offices and explained my decision to Hume and Jasper. It was satisfactory to them.

Now to go home and break the news to Jane.

(To be continued)



Called at more than  
40 big Coal mines—

# Coal Age

SUBSCRIBED FOR BY THE MEN WHO BUY AT  
EVERY ONE OF THEM!

KOEHLER MANUFACTURING COMPANY

Marlboro, Mass., March 16, 1914

Mr. Wm. LeBaron, Mgr.,  
Coal Age, 505 Pearl St., New York.

Dear Sir:—On account of our advertising to the coal mines, I have been very anxious to find out what technical paper is subscribed for and read by the mine managers and superintendents, the men who do the buying.

I have just been on a trip through the coal fields—both anthracite and bituminous—and I called at more than 40 mines.

You will be interested to know that I found every mine manager and superintendent I called on a subscriber for and a reader of Coal Age. *There was not one exception.*

This coupled with the results we are getting from our advertising, convinces me that COAL AGE is the medium for the Koehler Mine Lamp.

Yours very truly,  
KOEHLER MFG. C

This is the third test of like nature made on Coal Age and they've all ended the same way. This is what you want—one hundred per cent. representation.

## Hill Publishing Company

505 Pearl Street, New York

The Hill Engineering Weeklies

**The Engineer-  
ing and Mining  
Journal (1866)**

Devoted to  
Metal Mining and  
Metallurgy. Cir-  
culation 10,250.

**Engineering  
News (1874)**

The Standard  
Paper of Engineer-  
ing and Contract-  
ing. Circulation  
21,700.

**American  
Machinist  
(1877)**

Devoted to the  
Work of Machin-  
ery Construction.  
Circulation 25,000.

**Power  
(1880)**

Devoted to the  
Generation and  
Transmission of  
Power. Circula-  
tion 30,000.

**Coal Age  
(1911)**

Devoted to Coal  
Mining and Coke  
Manufacture.  
Circulation 12,000.



## Strong Ads in Small Space

Descriptions of Several Pieces of Copy Which Proved to Be Winners—A 35-Line Ad That Drew 42,000 Inquiries—A Dealer Cut That Exhausted the Stock—70-Line Ads Better than Big Ones

By E. A. Pettit

Of the Henry F. Mitchell Co. (Seeds), Philadelphia

**H**OW to make a noise like a cannon with a musket? Applied to advertising space that's the problem manufacturers, distributors and merchants must solve, who have limited advertising appropriations at their command.

A 35-line, double-column advertisement of a five-horsepower engine pulled over 42,000 inquiries within six weeks of the date of the first insertion. The engine sold

obtain the co-operation of retail dealers.

One catalogue for the consumer, one four-page trade folder, and a series of form-letters for both dealer and consumer were prepared. These with the inquiries were to pave the way for the traveling representatives of the house to open agencies and close contracts.

The illustrations used in the ad were obtained from zinc cuts. The line drawings from which the cuts were made conveyed little idea of detail but were purely suggestive. The thought centered in and depicted by each one of the six drawings was "Engine at Work." The subjects were: "Sawing Wood," "Grinding Feed," "Turning Grindstone," "Operating Churn," "Pumping Water" and "Running Washer."

The success of the ad was due in a large measure to the fact that pictures tell a story and at

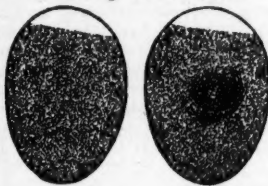
(Cut) Sawing Wood	<b>GET</b>  (Name of Engine)	(Cut) Operating Churn
(Cut) Grinding Feed	<b>BOOKLET</b>  It's Free! Tells how to save your energy, time and money. Write.	(Cut) Pumping Water
(Cut) Turning Grindstone	(Firm's Signature)  Address	(Cut) Running Washer

LAYOUT OF ONE 35-LINE DOUBLE-COLUMN AD THAT PULLED 42,000 INQUIRIES

for \$125 and was adapted for use on farms and in small shops. The ad appeared in a few mediums of general circulation and a selected list of agricultural publications. It was designed to secure inquiries from prospective consumers. These inquiries were to be used to create the interest and

a glance awaken a degree of interest and understanding in the average mind that words, however cleverly written, cannot. Then, too, the copy matter was simple and went straight to the heart of the reader's self-interest by advising him, the (engine) booklet told how he could save his en-

**Make Money by  
Knowing Your Hatch**



Fresh Egg

Dead Germ

**MAGIC EGG TESTER**

Unlike other testers it will test eggs before they are set for hatching. Indicates every strong hatchable egg or will point out quickly any weakness of a germ. Easily and rapidly operated. Price postpaid \$2.00. Call, phone or write for Free Poultry Supplies Catalog.

**Michell's SEED HOUSE**  
518 Market St.  
Dept. —, Philadelphia, Pa.

THIS SOLD OUT THE STOCK

ergy, time and money. That the booklet was free was also mentioned.

As a result of this advertising and selling campaign a large number of new and highly profitable

agencies were opened over a widespread range of territory in an exceedingly short time at a minimum of cost. The layout for the advertisement is roughly illustrated in the design on page 26.

**OBJECT-LESSON OF 40-LINE AD**

An object-lesson that is doubly valuable can be furnished by reference to a 40-line, single-column advertisement of the Magic Egg Tester, which was recently scheduled to be inserted in a number of local dailies.

The idea for the ad was secured while turning the pages of a poultry-supplies catalogue. On a certain page two line cuts were inserted that clearly demonstrated what the tester would accomplish. Sectional views were furnished of two eggs, one fertile and hatchable and the other with a dead germ.

Certainly here was a subject that would be of direct interest to every owner of a setting hen or incubator, because, why continue to waste time and money in

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

trying to hatch eggs that would not hatch when each and every egg could be tested, and the germinating qualities easily learned at the outset by use of the Magic Egg Tester? Certainly the price of the tester, \$2.00, would be as nothing when compared with the increased hatch that could be secured and the profit to be derived from the sale of the eggs for ordinary market purposes that were unfit for setting. Duplicates of the two illustrations were ordered at once and layout and copy prepared as shown, page 27.

The ad appeared first, on Monday in newspaper number one and on Tuesday 15 testers were sold at two dollars each. On Wednesday at 9 a. m. word came from the sales floor that only three testers were left in stock from the sales of the previous day and they had been sold almost as soon as the store doors opened. Immediately a new supply of testers was ordered but the shipment could not be received until the following Tuesday. Under these circumstances further insertions of the ad were cancelled. The failure to have an ample supply of testers in stock was costly. Numerous requests were received continually for several days after the ad appeared. Thirty requests in a single day was the record.

Referring to the pulling power of the 40-line copy, one of the floor salesmen said, "We have had more calls for egg testers since that ad was run two weeks ago than during the last two or three years all put together."

Before inserting an advertisement care should be taken to ascertain if ample stock of the ar-

ticle to be advertised is on hand to provide for an increased demand, and if it is limited to make an arrangement whereby an additional supply can be procured without holding up sales. In this connection the best plan is to advise dealers to have an up-to-date stock record handy for reference at all times. Not only would this practice provide against a pre-

dicament such as has been described, but also it would serve to indicate what stock should be given the greatest amount of advertising attention.

#### ANOTHER WINNER

Another advertisement with a punch was inserted in seven of the largest dailies in one of the big Eastern cities. This ad was set 60 lines single-column and dealt with an entirely different subject, namely, Chinese Lilies. It was designed to attract customers and create immediate sales in a retail establishment.

Only one insertion was made in but one paper each day of the week. The ad appeared first on Monday and on Tuesday seven bales of lily bulbs were sold. Each bale contained an average of 120 bulbs and the selling price was ten and 25 cents per bulb. This then meant a sale of 840 bulbs at approximately 15 cents apiece, or a return of \$126 from an investment of \$15 for advertising space. Too, it must be remembered that those customers who were attracted to the store by the little ad doubtless made many other purchases, the returns from which greatly exceeded even the receipts derived from the sale of the bulbs.

The illustration used in this ad while very small was at once both extremely interesting and



### CHINESE LILIES

Mammoth white, delightfully fragrant flowers. The rapid growth of one of these plants from day to day is wonderful to behold. Large clusters of snow-white lily blooms appear in six weeks.

#### EASY TO GROW

Just set bulbs in a dish of vase containing pebbles and water, adding water daily as required. Thousands of large, healthy bulbs have just been received by us direct from China.

Prices: Mammoth, 10c each  
90c doz.; Jumbo, 25c each,  
\$2.75 doz. Pebbles, 8c quart;  
40c peck. Call, phone or write at once.

**Michell's** SEED HOUSE  
518 Market St., Phila.

THIS AD PRODUCED BIG BUSINESS



## Speaking of Creating Confidence—

**T**HE general character of the Electric Railway Journal has always been such that I have felt I could depend upon both the reading matter presented *and the advertisements*, and I assure you that I have frequently consulted its columns for information of *all sorts* with uniformly good results."

Thus writes Mr. A. W. McLimont, general manager of the San Francisco-Oakland Terminal Railways—one of the big roads of the Coast.

Think how it might help your sales to have the 8000 men who control 90 per cent of the electric railway mileage of the United States feel similar confidence in YOUR product. The Journal can help accomplish this result for you. The Journal's Service Department, which knows the field, is ready to submit a campaign.

**McGraw Publishing Co., Inc.**  
239 West 39th Street, New York

Electric Railway Journal  
Electrical World      Engineering Record  
Metallurgical and Chemical Engineering

# "One Crop Manufacturers"

**A** MAKER of an agricultural necessity had a flourishing business. Both his advertising and his sales-force were above reproach.

Then suddenly his sales fell off. The country as a whole was prosperous.

But he had sold his product in a few States where upon one crop depended the farmers' prosperity. And the price paid for the one crop that year was so small that the farmers made no profit. The manufacturer awoke to the fact that he was no broader in his vision than the one-crop farmer whose short-sightedness he condemned.

He sent his salesmen into new territory. He advertised and secured distribution in other states where different crops were grown, and where prosperity reigned.

He has become a "diversified," not a "one-crop" manufacturer.

Climatic conditions that wreck one crop in one section would never extend over broader area where his goods are now demanded.

He has minimized the hazards of weather and market. He no longer knows seven lean years and seven fat ones, and his business has increased phenomenally with no off years.

There are hosts of manufacturers of agricultural implements who should do as he has done.

Many manufacturers are now confining themselves to the corn belt and the grain belt, when the South offers a splendid field—dependent not upon one crop, but upon several.

In some sections corn is the money crop—in others the main crop is tobacco. Some sections derive their greatest revenue from cotton—others secure it from truck.

The years that the western corn crops are short usually finds the South's crops good, with a high price prevailing because of the western shortage. The wise manufacturer selling to farmers finds distribution and trade in the South the best form of sales insurance.

## "All the Farm Papers You Need to Cover the South"

**Southern Farming**  
Atlanta, Ga.

**Modern Farming**  
New Orleans, La.

**The Southern Planter**  
Richmond, Va.

**The Progressive Farmer**  
Birmingham, Ala.

**The Southern Agriculturist**  
Nashville, Tenn.

**The Southern Ruralist**  
Atlanta, Ga.

suggestive. It admirably combined the unusual with the practical. The figure of the Chinaman lent an atmosphere of interest out of the ordinary that compelled attention, while the vase of lilies demonstrated the simplicity of the method of growing. The copy carried the idea out to completion by offering the information that the bulbs were imported direct from China and were easily grown by simply placing them in a vase with pebbles and adding water. To provide for mail orders as well as sales at the store, the prices of the bulbs were named.

#### ESSENTIALS OF A GOOD AD

Advertising is suggestion and sales are created by the power of suggestion. Suggestions can be conveyed by objects, illustrations or words. This being true, then the essentials necessary to the preparation of a good ad are knowledge of the article to be advertised, how to illustrate that article with reproductions of drawings or photographs that will attract and how to describe it with words that will most strongly suggest the benefits to be derived from its use. Certainly this sounds simple, but wait! The ability to distinguish those possibilities of the article which are of greatest interest because most practicable, how best to illustrate the article by a proper adaptation of the most suitable of the various kinds of art work and how to describe it by a choice of words that will most forcefully suggest its advantages to prospective purchasers can be obtained only by a serious study of the many good published writings relating to advertising, observation of people as applies to their conditions, requirements and ambitions and an actual practical experience in connection with successful and varied advertising and selling campaigns.

Analysis shows that most advertisements set to 70 agate lines or under are uniformly much better constructed than those occupying larger space. This condition is due to the fact that if attention is to be secured, interest awakened, desire created and sales clinched by the use of re-

stricted space, the best adaptation of illustration and layout and the cleanest-cut copy that can be devised by necessity are compelled. More generous space because its large size tends to lend a certain degree of strength oftentimes inspires a freedom of illustration, layout and copy that in the final result means weakness.

#### New Non-skid Tire Advertiser

The Overman Tire Company, of New York, has started to advertise its new cushion-tread pneumatic tire. Unlike the ordinary run of tires, the makers claim that the peculiar semi-solid construction makes punctures very rare occurrences, and blow-outs and rim-cuts are practically unknown. This same construction makes it possible to use a very deep non-skid tread which is advertised as being permanent.

It is said that the Overman Tire Company is financed by officers of the Aeolian Company. E. R. Perkins, vice-president of the Aeolian Company, is the president of the tire company, and Herbert Proudfit, the Aeolian advertising manager, is acting in a consulting advertising capacity.

At present the advertising is being confined to the Greater New York market, but will spread later to the cities where the company has representation. Although the company has been in business for two years, this is the first aggressive advertising it has done, outside of the customary trade-paper work. The present copy is explanatory in style, the feature being a testimonial letter which changes with each insertion. Churchill-Hall are placing the business.

#### Sphinx Club Meeting April 14

On Tuesday evening, April 14, at the Waldorf-Astoria, the Sphinx Club will hold its final meeting of the 1913-14 season.

The speaker of the evening will be Rabbi Nathan Krass on the subject "The Inspiration of Associations on Advertising." Rabbi Krass spoke to the Sphinx Club a few years ago and made a distinct hit.

Officers for the 1914-15 season will be elected.

#### New Hosiery Campaign Starts

Makers of the Hinner Fashioned Foot Hose of Allentown, Pa., are about to start an educational campaign on behalf of their product. The first ad will appear in the *Saturday Evening Post* of April 11.

"Fitting the foot without tension over heel, toe and sole" is the main argument on which the copy is based.

#### DuPuy Leaves "System"

H. E. DuPuy, formerly Eastern agency manager for the A. W. Shaw Company, is now circulation manager for *Business America*, New York.



## How to Word an Advertising Order

THE RARE BOOK SHOP  
WASHINGTON, D. C.

March 31, 1914.

Editor of PRINTERS' INK:

A paper advertises its advertising rates at "\$25 a page, this rate being for unspecified position. Special rates for preferred positions (full page only)." We ordered a full page with the following statement: "Please be so good as to give us the best possible position," and in the issue in which our advertisement appears, there are twelve inside pages all advertising matter, our advertisement appearing on the sixth page. We are sent a bill for \$30, and after registering a complaint that the bill should be not more than \$25, are informed that "The 'best possible position' certainly expresses a pronounced preference and the page was accordingly inserted in the front section which is preferred."

There is no statement by this paper that the front pages are preferred pages, and we certainly did not expect to pay more than \$25 and we contend that our order does not prefer any position, nor do we feel that we received a preferred position. Will you kindly state your opinion from the above facts as to whether we should pay \$25 or \$30?

When a specific and definite position is not asked for, is there not a great difference of opinion among advertisers as to which part of the paper, front, back, or in the middle, is the preferred position? This paper's claim is that the sixth page of twelve pages of advertising matter is a preferred position because it is in the front of the paper, and we claim it is not.

JAMES F. MEEGAN.

This is one of many delicate situations which may arise between a publisher and space-buyer when the business is not placed through a reputable agency familiar with the ins and outs of space-buying; a service, by the way, which costs the advertiser nothing.

Just how a court of law, passing upon the case from a legal standpoint, would decide this particular case, is open to argument. Quite probably it would be decided for the publisher, especially if he is able to prove that all other advertisers buying that space paid the advanced rate, appreciating it to be special position. In any event the wording of the order is clear. Under its terms it seems to us the publisher would have been within his legal right to have put the ad on the front cover.

"Give us the best possible position," can be interpreted in only one way.

Looking at it from a moral view-point, however, it would seem that any fair-minded publisher would accept the order to mean "run of the paper" space. He would know that had special position been desired it would have been clearly stated on just what page the ad was to appear. Where the advertiser laid himself open was in the phrasing of the order.

It is customary among agents and other large buyers of space to prevent any such controversies by incorporating the amount of the contract in the order, and if it is desired to put in a request for good position, "best possible position requested," or some similar phrase is added to the order. But it is always *requested*. This term is a technical one which the publisher understands to mean best position at "run of the paper" rates.

In the opinion of several of the leading New York agents, the only space in magazines which should be paid for at advanced rates, unless it is otherwise specified on the rate-card, is front and back cover, inside covers, first and last inside page facing cover, page opposite table of contents, and pages before and after reading matter. Some publications, PRINTERS' INK for instance, charge special rates for advertising in certain positions, and these pages are conceded to be preferred position, but unless it is so stated on the rate-card, the right to charge advanced rates is open to controversy, and in the opinion of the agents interviewed, such charges should not be paid. —[Ed. PRINTERS' INK.]

### Death of Willet F. Cook

Willet F. Cook, president of the May Manton Pattern Company, New York, died suddenly in Canajoharie, N. Y., on March 31.

Mr. Cook was at one time advertising manager of *Judge*. He resigned in 1905 after sixteen years of service.

In 1879 he founded the *Canajoharie Courier* and had since that time retained an interest and directed its editorial management.



PRINTERS' INK

# STRENGTHENING THE STRONG ASSOCIATED



## UPWARD OF FIFTY NEWSPAPERS HAVE APPLIED FOR THE ASSO- CIATED SUNDAY MAGAZINE SER- VICE IN THE LAST TWO YEARS

Some of them are in territory far away from distributing centers, and some are in territory now covered by our own aggressive newspapers. As our circulation is more than good measure at the present advertising rate of \$2,500 a page, we have thanked newspapers and told them the facts.

For the first time in years an occasion to change the location of part of our circulation has arisen. The service to The St. Louis Republic will be discontinued during April.

We have much pleasure in stating that The Leader of Cleveland and The Commercial Tribune of Cincinnati begin service in the month of March.

The Cleveland Leader, under its present aggressive management, has largely increased its circulation during the last year. By making The Associated Sunday Magazines a part of its Sunday issues, The Leader is justified in expecting valuable additional growth.

The Cincinnati Commercial Tribune is under changed and progressive management, immediate evidence of which is shown by the reduction of the daily to 1 cent, and the ap-



plication for the coöperative franchise of The Associated Sunday Magazines.

The success of the Associated in gripping the readers of the newspapers of which it is a part is known and freely admitted by newspaper men everywhere.

Like other original and successful enterprises the Associated has been imitated in form, and like some other successes its worth in substance is emphasized by comparison.

A new Sherlock Holmes *serial* by Sir Arthur Conan Doyle is one of the many contributions to The Associated Sunday Magazines this year that will serve to make new friends and bind the old to us more tightly.

Adding these two Ohio papers fills in a splendid advertising territory, and will increase our present large circulation of 1,400,000—and considerably “plus.”

Until further notice the advertising rate of \$4 a line will remain unchanged; \$625 for quarter-page space of 180 lines; larger space in proportion.

ASSOCIATED SUNDAY MAGAZINES  
INCORPORATED

1 Madison Avenue, New York  
24 Milk Street, Boston, Mass.  
Record-Herald Building, Chicago



PRINTERS' INK

THE  
ASSOCIATED  
SUNDAY  
MAGAZINES  
INCORPORATED

ISSUED EVERY WEEK CO-OPERATIVELY  
AND SIMULTANEOUSLY BY AND AS A  
PART OF THE SUNDAY EDITIONS OF THE

CHICAGO RECORD-HERALD  
PHILADELPHIA PRESS  
PITTSBURGH POST  
NEW-YORK TRIBUNE  
BOSTON POST  
WASHINGTON STAR  
MINNEAPOLIS JOURNAL  
ROCKY MOUNTAIN NEWS  
BUFFALO COURIER  
DETROIT TRIBUNE  
BALTIMORE SUN  
CLEVELAND LEADER  
CINCINNATI COMMERCIAL  
TRIBUNE



## Guiding Principles in Copy Writing

First of All Copy That Is Written "to Create a Demand" Has the Wrong Aim—Playing on Conditions That Affect Needs—The "Click" That Is an O.K.—Results That Have Surprised

By F. R. Feland

EVERY year shoals of young men proceed to discover advertising all over again for us. These discoverers are as confident and as cock-sure that they are as really and truly discoverers as was Columbus or Balboa, or Cortez, or Hoyo De Monterey, or La Salle, or Optimo, or El Principe De Gales.

These discoverers tell you, with the air of oracles imparting a new truth, things you had always known, and they tell you things you know are not so, and prove that they are so, by citing incidents and facts that you invented yourself.

Take, for instance, the phrase, "Creating a Demand." How glibly and how frequently you hear this phrase recited! Actually there are men who talk to advertisers of long standing about creating a demand for these goods or those.

Being untaught in economics, these new discoverers don't know that advertising never created a demand for anything, never will and never can.

Demand is a product of the myriad forces of civilization and progress. Supply always follows demand.

Necessity is the mother of invention—invention is never the mother of necessity except when the inventor gets jostled out of his patent and finds himself shy of the money to get his shoes half-soled.

### DEMAND MUST BE AT LEAST LATENT

If a luxury costing, say, \$500 has its price cut to \$250, and this cut is advertised more people will buy it. But even reduction in price does not create demand. It merely puts another class of the population in a position to buy

the thing they have always wanted. Distribution is enlarged, but the demand remains static.

If there is not a latent or potential demand for a commodity all your wit and Cheltenham Bold will not succeed in giving away free samples of it.

Conditions may cause a demand. Demand creates a supply. The supplies are advertised—sold—and along comes somebody and begins to talk about the advertising having created a demand.

Just suppose you had tried to create a demand for these raucous, snarling automobile horns by advertising them in 1891, before there were any automobiles.

Suppose you tried to-day to create a demand for milch cows in a neighborhood where a large creamery had just burned. Imagine the success you would have trying in such mediums as *Vogue*, *Country Life* and *Town and Country* to educate the reader to see the economy of shining his own shoes—thus creating a demand, through advertising, for shoe polish.

If a demand exists in a certain locality for shoe polish, this demand may be focused by advertising upon one special brand of polish, and that polish may enjoy a very fast and steady sale, but the demand wasn't created and no desire for shoe polish was created.

The need existed or no amount of advertising would have done any good.

### THE NEED'S THE THING

All this leads gracefully up to a point about writing an advertisement: Find what the need is, how strong it is, where it is, and who has it. It is conceivable that a consideration of these things before a decision to advertise might not be without its effect on dividends. At all events don't rack your brains trying to create a need. You can't do it, you know.

Could anything be more obvious than that?

This is not the whole, complete answer to that most perplexing of problems—"Why did this advertisement succeed and this other

fail?" But it has answered the question quite a number of times.

Look your proofs over and find out which one was directed to an *in esse* human need and which one was fired at a need which simply stood to reason—a *fiat* need, so to speak.

In this you will find the explanation why one entirely commonplace and sufficiently inartistic advertisement jumped ahead and the other, a beautiful and inspired creation, lagged and limped and failed.

You have got to make the fellow who reads your copy say or think or feel "That's me." When he does this he is reading about his own demands and he is oblivious for the moment to the fact that he is reading an advertisement. If your reader doesn't feel that he is the one person addressed, then your advertisement has no more chance of being read through than has the published section of the Penal Code relative to spitting on the street-car floors.

#### THE "CLICK" THAT SIGNALS SUCCESS

Most copy writers will tell you that after writing certain advertisements they have felt a little sort of "click" in their brains. They know by the salesman's sixth sense when they have composed an appeal which is well aimed at a great need.

When a copy writer has experienced this click he knows that on this particular idea he has said "Kismet"—he has done the thing. If you bowl you know the sensation. You have it just as you turn loose the ball—perhaps a beat of the balance wheel before—you know that you have made a strike—that this ball is going to knock every pin off the alley.

When the "click" that means more than any O.K. won't sound it's a fortunate and happy copy writer who works near some soul he can spark with.

With a cold brain one can sit down with such a fellow and begin to tap on the radiator of Inspiration, and Genius, the accommodating old janitor, gets busy in the cellar and begins to fire up.

Display lines pop out of the con-

versation—a weak or fallacious statement makes itself manifest, and the way to brace it up becomes apparent. You suggest a sentence and the other man starts to write it. He sets it down a little differently than you dictated, you read what he has written and it clicks.

Pretty soon the whole work is revamped and its merits are incontestable.

Undoubtedly some copy writers work best in pairs.

Incidentally, after a writer has independently pulled off one of these "click" ideas he is transparently proud of it and strongly averse to arguing in its favor. He views with alarm any attempt of anybody to aid, abet, counsel or advise with him about the improvement of his work.

What he really wants is to be kissed and dubbed Sir Knight. Anything less than this is distasteful. It sounds funny, but it's true that there are copy writers who can go into ecstasies and raptures over a piece of their own advertising copy that is devoid of any literary merit, or of any significance whatever except that it may sell hams. They can feel as strong over this stuff as a poet over a divine song.

Three cups of coffee can exhilarate a copy writer no more than can the consciousness of having written a good, corn-fed advertisement.

Call such a man temperamental and he will want to kick you. He will be the last man to admit that sometimes in the preparation of a rate folder he has taken an artistic joy in his work.

But it is true.

In this fact lies some explanation of one of the chief sources for complaint raised against the advertisement writer.

They say of us that we do not betray a sufficient concern in what our copy does when it appears—whether it "pulled" or not—that only on rare occasions does the writer of an advertisement go out of his way to find out what tangible results his work is securing.

It is not that the copy writer doesn't care. *He knows.* That is,

he knows pretty well when he glances for the last time at a proof what it ought to do.

#### COPY SURPRISES

Of course there are surprising exceptions—some advertisements have a way of looking and reading poor indeed in proof form and then turning around and blooming from the pages of the printed paper and giving promise of lots of fruit for the advertiser. Others that look great in the proofs lose their lustre and quit cold when they are finally published.

But those that the copy writer heard click when he wrote them generally prove faithful. You can cut their head off and graft on a new head and they will live. You can lop off a leg and they will still have a kick.

It is a fortunate fact that if an advertisement is once good it is very hard to make it bad, and, unlike some individuals, a bad advertisement is not hard to reform and start along the way it should go.

Once you have successfully struck a chord that vibrates in unison with a vital human need, your copy is going to sell goods. Your wording can be hashed, the finely turned phrase which you probably stole anyway can be jerked loose from its moorings and cast adrift, your metaphors can be confused, the precious patch of white space can be violated, and in the interests of economy a type border can be substituted for the one you had in mind. Don't wail, don't cry aloud in rage and twist valuable paper clips into knots of useless wire, because your advertisement is still good if its original motive of supplying a desire instead of creating demand where there was no demand, has not been altered.

Everybody knows the manufacturer who has had dozens of different, modern types of copy prepared for him, none of which pull as well as does some ugly old ungrammatical effort that he wrote himself years ago.

Well, see if the reason that ancient piece of crazy-quilt copy does the business cannot be found in

the fact that it recognizes a need for the merchandise instead of trying to coax up and conjure a desire that exists mainly in the imagination of the writer.

The manufacturer of cough syrup who drew the line at having his product featured as a furniture polish had the idea. He knew how impossible it would be to create a demand. The suggestion lacked the "click."

#### Canners Against Dating on Labels

Discussion in the trade journals of the effects of proposed statutory requirements on the subject of dating canned goods has shown that the manufacturing, jobbing and retail interests affected are opposed to the change, arguing that the public would discriminate in favor of goods of the latest pack, thereby causing a big depreciation in value of the older stock, which, it is asserted, remains in good condition for an indefinite period. The present method, it is contended, enables a packer to take advantage of good seasons and store a big pack to tide over the leaner season, a plan which would be impossible under the proposed conditions. *The Trade Register*, of Seattle, Wash., recently conducted a prize contest in which essays on the subject were submitted by retailers in the Northwest, which is a big canning center, sentiment being almost unanimously against the can-dating legislation.

#### Big Copy for Motorcycles

Big space seems to appeal to motorcycle manufacturers as well as to automobile concerns, for many of the former are using big ads, especially in the trade journals, in putting their proposition before the dealers and riders. The Consolidated Mfg. Company, of Toledo, which makes the Yale motorcycle, recently had a four-page colored insert in *Motorcycling*, in which the two-speed Yale was featured, the various selling points being forcefully presented.

#### Waterman's Display in England

A window display provided by the manufacturers of Waterman's Ideal Fountain Pen which has been very popular with retailers, presents Shakespeare and the Ideal as "the two best writers." The display was recently used by a dealer in England, the British sense of humor evidently being appealed to by the pun in connection with the bard of Avon.

#### Evans With Fuller & Smith

C. R. Evans, formerly of the Carl M. Green Company, has been appointed assistant manager of the Detroit branch of Fuller & Smith.



## Winning Over the Balky Dealer

How a Big Shoe Advertiser Handles the Dealer Who Won't Touch Advertised Brands—Getting Under the Skin of the Little Fellow Who Imagines Himself the Wanamaker of His Section

EVERY advertiser has had more or less trouble with the dealer, big or little, who is opposed to buying advertised lines. It is not only the big department store, but there are still a few merchants in moderate-sized towns who are balky.

To make them see your proposition as you see it; to make them appreciate that they are not the Wanamaker of the West or the Marshall Field of the South, as sometimes they seem to think they are, is a problem. It is no easy task to convince the successful dealers that they need the assistance of the other fellow's trade-mark. They are stubborn in their belief that their name is worth more than any other two names put together. They are everlastingly suspicious that you have designs on them and are going to take something away from them—steal their business or something of that kind.

This type of dealer is seen at his worst in the shoe business, where talk about "chain stores" is always in the air. "Why should I build up a business in your shoes only to have you come along and reap what I have sown?" is a common attitude. If this idea isn't original with the dealer the salesman for the factory pushing private brands sees to it that it is firmly fixed in his mind before he leaves town.

Knowing this condition to be chronic, PRINTERS' INK has asked the president of one of the largest of the New England shoe concerns to tell its readers how he overcomes this attitude. We quote from a letter received from him just the other day:

"One of the strongest arguments to use with a man who feels that he does not need the

backing of a manufacturer's advertising, and is quite able to paddle his own canoe, is to admit at the start what is true—that his own name does have prestige and power, and stands well in his own community. Tell him frankly he does not need any other name than his own for his *own* circle of customers, but point out that it is the desire of every fellow who is in business to draw a little trade away from somebody else outside of his own immediate circle of customers. Show him that by hitching your trade-mark to his own name, it assists him to do this, whereas otherwise he might never get that business away. They sometimes see it that way."

### HOW ONE DEALER WAS HANDLED

Enclosed with this letter was the carbon of a letter written by this executive to a Western department store that had thrown his line of advertised shoes out for no better reason than that the store had adopted an antagonistic policy toward advertised lines. While our informant says that the letter did not immediately succeed in getting the line reinstated, it is interesting to note that the business of the department has dropped off most noticeably since throwing the line out, and a change of attitude is in order.

The letter follows just as it was read by the dealer, with the exception that names and cities have been changed to keep confidence:

"Mr. Jones writes us that the two orders for St. Louis and Kansas City are smaller than usual, giving as a reason that Mr. Frank, one of your associates, has for some time been adverse to handling advertised lines of any kind, and has so impressed his views upon Mr. Nash that you have discontinued 'Wear Well' shoes.

"Of course we are big enough and broad enough, I hope, to take our medicine if we have to, but candidly, we don't like to be dropped. If we were dropped because our merchandise was poor or did not fit, or because we were hard people to do business with, that would be, from our point of

## Concerning the spectacular

The devil's temptation to an advertising agency is to produce copy which will be called "clever," "catchy," or perhaps "beautiful." Because, for the purpose of securing new accounts, this sort of thing is more effective than the growing business of one's client.

Our proof-books bear witness that we have tried to sell *our clients' goods* rather than to sell *ourselves*. And it is a good deal harder to be a merchant than to be a mountebank.

So we invite the attention of advertisers who care more for what people think of their goods than of their advertising.

---

F. Wallis Armstrong Company  
Philadelphia

*Cosmopolitan Magazine*

**Printing Ink in Cosmopolitan Space is  
the Black and White Magic of the Age**

**I**T has the magic quality that magnetizes all classes of Advertisers. The little fellow who must have immediate PROFIT, and the big publicity GOOD-WILL builder who never keys or traces, but watches his business grow.

**PROOF**

Check up a copy of Cosmopolitan. Note the number of both carried. Check up several consecutive copies and note the number who repeat and repeat. Think out the answer—buy by the thought!

**COSMOPOLITAN** **\$1000 A PAGE**

119 W. 40th Street

New York, N. Y.

view, more or less of a legitimate reason, but, as we understand it, it is solely because of antagonism to advertised lines.

"Without any desire to attempt to dictate to your people at St. Louis how they shall conduct their business, but because of our acquaintance with you and Mr. Thomas, and the pleasant business relations we have had, extending over a period of years, in all your stores, I am led to write you personally to see if there is not some way in which the same can be adjusted, so we can come into our own again, and have the representation in the St. Louis store that our merchandise has heretofore had.

"Now, in regard to the question of prejudice against advertised articles. Every man, be he manufacturer or merchant, is privileged to his own opinion, but I think the fact cannot be gainsaid that there was never a time in the merchandising of goods in this country when the purchasing public was as insistent that the brand or hallmark be put on articles of merchandise as at the present time.

"If we understand the situation correctly, you are buying in St. Louis at the present time three other lines of women's shoes, made in Brooklyn, Rochester and Cincinnati. We do not know whether you purchase any of these three lines with the manufacturer's name stamped on the shoe or not, but we take it for granted that you do—some of them, anyway. That is to say, your shoe department avails itself of such reputation as these three houses have by having them leave their names on the shoes, although they may in addition thereto put your name on them.

"We know some people who are opposed to selling a shoe which has an advertised brand on it are not opposed to selling a shoe which has the manufacturer's name, or brand, if it is not advertised. From our point of view the manufacturer's name or the brand under which he markets his merchandise are identical and synonymous. The 'Wear Well' brand on a shoe represents the 'Wear Well' Shoe

Company, just the same as 'Wright & Peters' on a shoe means Wright & Peters, or 'Wichert & Gardiner' represents Wichert & Gardiner's name. In one case the man buys the shoe and has the manufacturer's name put on—and that is all he gets—in the other case, if it is a branded article—he has the manufacturer's name or brand put on and he gets, in addition, more or less national publicity, created by the manufacturer, to assist in the marketing of the merchandise which goes out over his brand.

#### UNADVERTISED BRANDS ARE ORPHANS

"Buying an advertised article is, in a true sense, buying a reputation because if we put a brand on an article of merchandise, it signifies that we stand behind it, and you are stronger with the would-be consumer, for the reason that your good reputation is backed up by the manufacturer's reputation.

"When you do not put a brand or your name on a shoe it makes it in a sense an orphan brand of merchandise—something that has no hallmark of fame, nothing to distinguish it from common, ordinary merchandise. It is sold entirely upon the strength and reputation of the house which is selling it at retail to the consumer.

"We cannot, therefore, quite conceive of how the brand hurts the merchandise or affects its sale, but rather, on the other hand, we believe it promotes the sale of the article.

"In the clothing business clothing dealers are anxious to get Kuppenheimer's or Hart, Schaffner & Marx's clothing. If you or any of your associates went into a chemist's shop for a cake of soap, you would not object to being handed Pears' Soap merely because it is advertised, or Williams' Shaving Soap or Mennen's Toilet Powder, in fact you might feel offended if the druggist offered you something without any brand on except his own name. If you go into a haberdasher's shop to buy a collar, you are apt to ask for an E. & W. or an Arrow, or for a Manhattan shirt. If the dealer hands you some other, you are quite apt to say, 'Give me an

E. & W. or a Manhattan shirt. You prefer a Stetson or a Dunlap or a Knox hat to some hat with no brand at all but the dealer's name. If the lady is buying underwear she buys with greater freedom some well-known brand than she does some orphan brand. If it is corsets that she is interested in, she wants an R. & G., a Nemo, a Royal Worcester or an American Beauty. If she buys a pair of good gloves, she buys them more freely if it is some well-known brand. If she wants gingham, she is apt to be satisfied with Anderson, or if she wants cotton cloth she is happy when furnished with 'Fruit of the Loom.'

"Why? Because she or he knows that this brand stands for good, reliable, substantial merchandise, because possibly they have tried it before and felt satisfied and want it again.

WHAT APPLIES TO ONE APPLIES TO ALL

"Therefore, when a man says he does not believe in advertised shoes, of course he does not believe in anything that is advertised or that has a well-known brand on it. If this holds good as to one article of wearing apparel, it likewise holds good on all. No one particular thing in the structure can be thrown out unless the store is prepared to say that it will not sell anything that has a name or brand or trade-mark of any manufacturer on it, as it does not wish the assistance which comes from national publicity on any of these articles to help them in the easier and quicker marketing of the merchandise to the people of the community.

"We believe that Manhattan shirts, Nemo corsets, Fownes gloves, Anderson gingham and all the rest of the hundred and one other well-known brands of merchandise that are offered for sale are stronger merchandise in the hands of a reputable house like yours than they would be either alone by themselves or than your house would be without any of them.

"In other words, it is a question of team work on the part of both.

You build up your business by selling good, dependable merchandise, treating your customers courteously, and giving them good service, and to do it you ought to be backed up by good merchandise.

"It relieves any feeling of suspicion on the part of your customers that you are getting a larger profit than your business warrants, for when you hand them merchandise backed up by some well-known brand they recognize it, the sale is made more quickly and the customer is thoroughly satisfied, in fact they like to trade in a store of that kind. They know that some spurious article or something that carries a larger percentage of profit is not being palmed off on them as 'just as good.' Am I right?"

### American Products in New South Wales

SYDNEY, N. S. W., Feb. 11, 1914.

*Editor of PRINTERS' INK:*  
In your helpful little journal there is an occasional reference to Australia. Between the lines one can see that American business men who have been here and give their experiences feel somewhat hurt at a seeming want of respect for the products of the great States and the men who sell them. It has always struck me that the reverse is very much the case, judging by the imports. Here in Sydney one sees American boxers, Spearmint Chewing Gum, O-Cedar Mops, Heinz 57 Varieties, Lowney's Chocolates, *The Ladies' Home Journal* and *Saturday Evening Post* quite often enough to encourage other enterprising firms to exploit this part of the world.

True, we are few in numbers, but there is no poor class. And it is no difficult matter to cover all the territory worth while. Two papers in Sydney, two in Melbourne, one each in Brisbane, Adelaide and Perth are sufficient for all the states. Quarter pages in these at an average cost of about £15 each being the best spaces generally.

Window shows, sampling and circularising pay just as well here as elsewhere, and judging by our own experience, I don't see how a live concern can fail to make good.

C. H. STANLEY.

### Still Another New Drink

"Graport" is the name of a new drink being extensively advertised in Memphis and other Southern cities. The copy consists of two catch phrases: "The Drink with a Punch" and "A Satisfying Answer to the Thirst Questions." The illustrations are made up of half-tone reproductions of actresses appearing at local theatres.



Copies printed	-	-	727,500
Gross	-	-	722,953
Net	-	-	718,706
Net Paid	-	-	710,727

Hereafter the Net Paid circulation will also be quoted regularly

The difference between "net" and "net paid" is our free list

Every magazine has such a list

Collier's is the first to publish definite figures concerning its list. In doing so our intent is not to discredit its value, but to supply more facts which every advertiser has a right to know.

## COLLIER'S

THE NATIONAL WEEKLY

*A. C. F. Hammesfahr.*

Advertising Manager

### COLLIER'S CIRCULATION ISSUE OF MARCH 21st

Copies Printed	-	727,500
Gross	-	722,953
Net	-	718,706
Net Paid	-	710,727

Present rate of \$3.00 a line  
based on 600,000

### THE PRESIDENT IN PRACTICE

By Peter Clark Macfarlane.

FOLLOWING THE SUNSET

By Hamlin Garland.

BUSINESS AND PARTNERS

By Frank Leon Smith.

IN THE APRIL 18th ISSUE.

## To Manufacturers Seeking Chicago Markets:

**W**HEN you plan your advertising campaign in Chicago—the second largest city in America—consider these facts about The Chicago Daily News:

The Daily News has a circulation of more than 350,000, over 92% of which is concentrated within Chicago and immediate suburbs. The Daily News sells more papers in Chicago than any other newspaper, daily or Sunday.

The Daily News is an evening paper and therefore goes into the home instead of out of it.

The Daily News is read in more well-to-do homes in Chicago than any other newspaper. (A recent house to house canvass of Chicago proves this.)

The Daily News is read by more automobile owners than any other Chicago paper. (According to a recent poll of every automobile owner in Chicago, over 86% read The Daily News—more than read any other newspaper, daily or Sunday.)

The Daily News prints more local display advertising *six days* a week than any other Chicago newspaper prints in *seven days*.



The Daily News prints more advertising of the three largest men's clothing stores in Chicago, **six days** a week than any other Chicago newspaper prints in **seven days**.

The Daily News prints more dry goods and department store advertising **six days** a week than any other Chicago newspaper prints in **seven days**.

The Daily News prints more musical instrument advertising (pianos and talking machines) **six days** a week than any other Chicago newspaper prints in **seven days**.

And therefore The Daily News influences the expenditure of a greater amount of money than any other Chicago newspaper.

Notwithstanding these unusual qualifications The Daily News sells its space at a **less cost per thousand readers** than any other Chicago newspaper.

For these reasons we believe The Chicago Daily News merits your serious consideration as an advertising medium—whether you are selling goods to men or women—whether your product is soap or automobiles.

## **The Chicago Daily News** **Over 350,000 Daily**

**John B. Woodward**  
Eastern Representative  
710 Times Building  
New York

The old-fashioned advertiser of five years ago liked to cast his bread upon the waters and have it returned—battered with profit. In his simple way he looked with favor upon real sales, and his dealers were likewise pleased. If he still lives this will warm his heart—in a purely reminiscent way.

A heating concern, from one inquiry, equipped nine apartment houses, amounting to \$14,000. The order was from his first advertisement in *The World's Work*.

A western manufacturer took space in *Country Life* a year ago. Three recent inquiries from that advertisement sold three greenhouses.

A new advertiser received 1,001 inquiries from two quarter-pages in *Garden Magazine* last month. They were all from good prospects.

DOUBLEDAY, PAGE & CO.  
GARDEN CITY, NEW YORK  
ADVERTISING HEADQUARTERS  
11 West 32d Street, New York City

## Problems for Ad Club Discussions

THE St. Louis Ad League has selected sixty-one subjects which it considers of vital interest to ad men, and many of these will be discussed at forthcoming meetings of the league. The subjects which have been selected by the advertising problems committee of the league are as follows:

- How members can get the most help from the advertising club.
- Should the advertising man have been on the road as a salesman?
- How to advertise advertising.
- How to write an advertisement.
- How to learn most from the advertising mistakes and failures of yourself and others.
- How to study other people's advertisements to the best advantage.
- What I learn by reading a book on advertising.
- Placing cuts in advertisements.
- White space in advertisements.
- How to make people remember what they read in your advertisements.
- Co-operative advertising between manufacturer, jobber and dealer.
- Advertising service, booklets, etc.
- Competitor's advertisements.
- Submit piece of advertising to the advertising clubs for criticism.
- How to use trade-marks in advertising.
- How to use in advertising a slogan, such as, "It floats."
- Letterheads as a help to advertisements.
- Connecting advertising with the show-window.
- Should the advertising manager of a manufacturing firm know the cost of the product?
- The advertising appropriation.
- How to estimate the results of advertising.
- When does it pay to repeat an advertisement?
- How to learn the most from the nature of the inquiries brought in by advertising.
- Follow-up letters.
- Novelty advertising.
- How to stem the cut-price tide in retail advertising.
- House-organs.
- Advertising a city.
- Department store advertising.
- How the jobber and manufacturer can best help the retailer by assisting him in advertising.
- What can the advertising man of a manufacturing concern learn to help him in the factory?
- Portraits of men in advertisements, e. g., Douglas.
- Large or small space.
- Advertising in foreign countries.
- Getting up a catalogue.
- Quoting prices in advertisements.
- Following up the customers of a retail store.

How to take advantage of moving to new quarters.

"Movies" as an advertising medium.

Advertising in telephone directories, etc.

The headline.

The advertising man and the sales-manager.

The advertising man and the "boss."

How to use testimonial letters in advertisements.

Trade-paper advertising.

Street-car advertising.

How to take advantage of the parcel post in advertising.

Advertising enclosures for letters.

How to induce dealers to use the booklets and other advertising matter you send them.

Illustrations in advertisements, drawings or photos.

Posters vs. painted bulletins.

Real estate advertising.

How to fit yourself to become a successful advertising manager.

How to get a job as advertising manager.

How to hold your job as advertising manager.

How to utilize the ideas of other men who are not experienced in advertising.

How to take advantage of competitor's educational advertising.

Planning a campaign.

What I have learned from these discussions.

Dealers' requests for extraordinary advertising helps and how to handle them.

The advertising budget and how to make one.

As the league cannot discuss all these problems, the following plan has been decided upon: Each member will vote for the fifteen problems he is especially interested in. The fifteen problems receiving the highest number of votes will be discussed. Each member is also asked to indicate which problem he is willing to give a five-minute talk upon. Fowler Manning is chairman of the problems committee and George Walker is vice-chairman. Working with them are Glenn W. Hutchinson and A. F. Fay.

## Playing Up the Professional Endorsement

The O'Brien Varnish Company of South Bend, Ind., has opened its spring advertising campaign in Chicago with a page advertisement for "Liquid Velvet." The copy explains all the details of manufacturing the product and lists the names of the dealers who agreed to act as distributors. A new book entitled "Why Architects Specify O'Brien Varnish," is offered free. The illustrations consist of pen-and-ink drawings of home interiors showing how walls and ceilings may be beautified with this product.

## Liberal Tendencies in Trade-Mark Rulings

In Several Instances Success Has Attended Those Manufacturers Who Put Up a Fight for Their Pet Trade-Mark Ideas—Review of Recent Debated Cases with Well-Known Firms Involved

THE status of advertising, under the trade-mark laws, was made an issue when the Curtis Publishing Company recently appealed to the U. S. Commissioner of Patents to overrule his subordinates in refusing to register the words "The Swastika" as a trade-mark for an advertising periodical. The Commissioner's decision, which was in favor of the Curtis company, may be of interest to advertising men, and certainly should possess some significance for all concerns that publish house-organs or may contemplate doing so.

As is well known, it is the custom of the Curtis company to register as trade-marks the names of all its respective periodicals, but when application was made for registration on the latest addition to the list the Examiner of Trade-Marks rejected it on the ground that a publication or magazine that is to be distributed free for advertising purposes is not merchandise within the meaning of the Trade-Mark Act. However, when the publishers took an appeal to the higher authority the Curtis periodical was found to contain not only advertising matter but matter of a literary character. Furthermore, the Curtis representatives brought out the fact that trade-mark registration has already been accorded to the magazine known as *Thrift* and certain other periodicals of somewhat the same general character as *The Swastika*.

### POLICY OF GREATER LIBERALITY ANNOUNCED

In announcing the decision in favor of the Curtis company, Assistant Commissioner of Patents Newton said: "Whether a magazine, periodically issued, contain-

ing only advertisements and given away free, should be distinguished under the trade-mark statute from the ordinary magazine is doubtful, and in the present instance, even though the magazine is distributed freely, the publishers undoubtedly expect in some way to get a return. They do not publish this magazine gratuitously, and it is thought that the Office should be liberal rather than restrictive in its interpretation of what publications are held as merchandise under the trade-mark statute."

### WHY LIBERALITY IS EXPECTED FROM THE PATENT OFFICE

That final sentence, announcing a policy of liberality at the Patent Office with reference to trade-mark registrations has significance not only for publishers and advertisers but for manufacturers and users of trade-marks in general. Once or twice previously PRINTERS' INK has made brief mention of the increased latitude which has been allowed with respect to registered trade-marks and copyrighted prints and labels since the new Commissioner of Patents took office, and this leniency has been further emphasized by decisions announced during the past few weeks. It is not too much to say that under the new plan applicants for trade-marks are always given the benefit of a doubt, and the new policy presupposes an effort to find out how a proffered trade-mark may be accepted rather than how it may be rejected. Particularly noticeable has been the loosening of the reins with respect to geographical and descriptive words. Formerly anything that came within the pale of either was invariably rejected. Under the new status if the word is fanciful rather than descriptive or geographical it is likely to pass muster. At least the trade-mark user may be encouraged on this score by the knowledge that there are now no hard and fast rules which insure the rejection of all such applications.

Recent instances in considerable number illustrate the workings of the broader and more liberal pol-

icy in this respect. The U. S. Cereal Company was granted registration of "Butter-Wheat" as a trade-mark for cereals. The Commissioner held that the term was not descriptive inasmuch as the words are not now in common use to describe any property or quality of a cereal food. Furthermore he recalled that the Patent Office had previously registered "Cream of Wheat" as a trade-mark for cereals.

The Seacoast Canning Company benefited by a breaking of precedent when the Commissioner of Patents reversed his subordinates and directed the acceptance of "Arab" as a trade-mark for sardines. The Examiner of Trade-Marks held the word to be geographical, and cited the fact that it had already been refused as a mark for dates. The Commissioner held that sardines are not a subject of manufacture in Arabia, whereas dates are. Furthermore he called attention to the fact that the words "Yankee" and "Red Turk" have recently been accepted for registration.

The Main Belting Company has been granted registration for "Anaconda," the Commissioner holding that the word finds its predominant meaning as the name of a snake and not as the name of a city. The Riverside & Dan Cotton Mills have official sanction for their trade-mark "Foxcroft," although there is a town of that name in Maine. J. A. Folger & Co. have been granted registration for "Shasta" as a trade-mark for coffee on the theory that the use of the word in this connection is fanciful rather than geographical.

#### PROPER NAMES ADMITTED RATHER FREELY

With respect to the use of proper names as trade-marks the new arbiter at the U. S. Patent Office appears, in many instances, to take the ground that an applicant takes his own risk in registering a name that any one of that name may use, but if the applicant is willing to take such risk the Commissioner evidently does not feel it incumbent to take any action on the theory that the rights

of the public would be prejudiced. For example, "Seco"—formed in this instance of the initials of the corporate name of the concern owning the mark—has been granted registration, although a strict interpretation of the ban on proper names would doubtless have barred it.

"Cumfy-Cut" has been accepted at the Patent Office as a trade-mark for undershirts, and nothing could better illustrate the elasticity of the new administrative policy with respect to words that a year or two ago would have been set down as descriptive. In announcing a decision in favor of Boyce, Wheeler & Boyce, the firm that hit upon "Cumfy-Cut," the Assistant Commissioner of Patents laid down an interesting principle as follows: "To my mind the rule should be that if the exclusive use of these words leaves open to everybody else all words useful in describing any quality or property appertaining to this particular class of goods the words in question should be registered. I do not believe that the exclusive use of 'Cumfy-Cut' will take away from the public any words which they would need or could use in describing their knit underwear."

#### SPIRITED FIGHTS NOW THE RULE

Manufacturers have been impelled, very naturally, by the latter-day evidences of broader and more liberal policies at the Patent Office, to make spirited fights for the registration of valued trade-marks, these contests not being restricted to pleas to the Commissioner of Patents, but extending in a number of recent instances to appeals to the Court of Appeals of the District of Columbia—the nation's court of last resort in trade-mark matters. However, even with a relaxing of the conditions of official censorship of trade-marks not all prominent applicants have been enabled to gain the desired endorsements.

For instance, the Court of Appeals has upheld the Commissioner in his refusal to register for the Oneida Community a circular or O-shaped film having distinct

edges on the back of the bowl as a trade-mark for spoons, because this detail is substantially the same as the construction shown in an expired patent. A second ground for the rejection was that no fundamental feature of a device is a proper subject for trade-mark registration. In announcing its decision, unfavorable to the Omeida Community, the court held: "Obviously this is an attempt, under the guise of trade-mark registration, to obtain a monopoly of a fundamental feature of an article of manufacture."

"Cherry Smash" was refused as descriptive, upon the application of John A. Fowler, despite the Commissioner's desire to give an advertiser or manufacturer the benefit of the doubt, and "Kiddie Kloth" encountered the same objection when proposed by McKendrick, Brice & Co. "Nu Do" in connection with a picture of a sheaf of wheat was accounted equivalent to "new dough" and was rejected. So was "Durtot," put forward as a trade-mark for scouring soap; and "Endless," which the American Sales Book Company sought authority to use as trade-mark on sales books. In the case of the J. C. Blair Company, the word "Erin," like "old country," was rejected as geographical, and "Re Blade" was turned down at the Patent Office because it was held to suggest that the blade of the knife to which the term was applied could be replaced. "Marceno" was barred as a trade-mark for candy on the ground that it was a misspelling of "Marschino," but, on the other hand, "Grape-Ola" passed muster as not descriptive.

#### B. V. D. OBJECTS TO P. C. G.

Advertisers and manufacturers, it is shown by recent events at the Patent Office, may not only have to make a contest to secure the acceptance of a trade-mark, but with even more certainty will they be called upon to fight to protect a trade-mark once it has attained prestige through advertising. The B. V. D. Company has but lately exerted efforts to prevent the registration of "P. C. G."

as a trade-mark for underwear. The B. V. D. Company made the contention that no one could use three detached letters as a trade-mark for the class of goods in question because of the great familiarity which its mark has acquired with the public. This position was not sustained, however, by the Commissioner of Patents, it being held that the only question was one of the confusion that might result, and such confusion was considered not to be probable. On the other hand, in the controversy between the Davis Milling Company and the Dunlop Milling Company, a trade-mark consisting of the portrait of a colored woman, wearing a bandanna, in conjunction with the name "Aunt Rose," was refused registration on the theory that it conflicts with the well-known "Aunt Jemima's" trade-mark.

The Quaker Oats Company protested against the registration of "Mothers" as a trade-mark for macaroni, but the Commissioner overruled the protest, and the Court of Appeals upheld him in this view of the matter. The court agreed that cereal breakfast foods should be regarded as a distinct class of food, and that whereas some people may eat macaroni for breakfast, this fact does not make cereals and macaroni goods of the same descriptive properties. Moreover, no testimony was introduced to show that any manufacturer of breakfast foods has manufactured macaroni, vermicelli or spaghetti.

#### OTHER SUGGESTIVE RULINGS

Similarly "Grand Ma's" and "Mothers" were held not to be deceptively similar as trade-marks for perfumed waxing pads. John Sexton & Co. were granted authority to register "Edelweiss" as a trade-mark for grape juice despite protests that such action encroached upon the rights of the firm that puts out Edelweiss Beer. The issue raised between the J. I. Case Threshing Machine Company and the American Motor Car Company with respect to the trade-marks on Case and American automobiles resulted in an

## STANDARD STOKER COMPANY, INCORPORATED

DU PONT BUILDING, WILMINGTON, DELAWARE

MANUFACTURERS OF THE STANDARD LOCOMOTIVE STOKER

NEW YORK OFFICE

GRAND CENTRAL TERMINAL

New York  
 March  
 Twenty-seventh  
 1 9 14.

Railway Age Gazette,  
 Mechanical Edition,  
 Woolworth Building,  
 New York, N. Y.

Gentlemen:-

Attention of Mr. E. A. Simmons, Pres.

Before we began our campaign of advertising the Standard Stoker we asked the principal publications in your field (we won't say how many) to verify or allow us to verify their circulation claims.

One publisher - and only one - was willing to have us do this and accordingly we employed Messrs. Arthur Young & Co., Certified Accountants, to go through their books. We now have their report. It checks within one-tenth of one percent.

The publications referred to are your own, the Railway Age Gazette and The American Engineer.

Yours very truly,

STANDARD STOKER CO. INC.

By:



Gen. Mgr.

JAC/M

Just another page of convincing evidence to substantiate our repeated assertions that the circulation of the Simmons-Boardman Publications is a *known quantity*.

## RAILWAY AGE GAZETTE

(Weekly)  
 Circulation  
 8,850

## RAILWAY AGE GAZETTE

Mechanical Edition  
 (Monthly)  
 Circulation 4,400

## RAILWAY AGE GAZETTE

Including  
 Engineering and Maintenance  
 Edition, Circulation  
 11,000

## THE SIGNAL ENGINEER

(Monthly)  
 Circulation 4,700

## SIMMONS-BOARDMAN PUBLISHING CO.

New York  
 Woolworth Bldg.

Chicago  
 Transportation Bldg.

Cleveland  
 Citizens Bldg.





## **The John Budd Company**

has removed its

**New York Office**

to the

**Burrell Building  
171 Madison Avenue**

**N. E. Cor. at 33rd Street**

**Eleventh Floor**

The new telephone numbers are:

**Murray Hill { 7842  
7843**

We represent newspapers of more than twenty prominent cities. It is our business to supply advertisers and their advertising agencies with every gatherable bit of useful information about these publications and the territories in which they circulate.

*"We are at your service, any time, anywhere."*

THE JOHN BUDD COMPANY  
Newspaper Representatives,  
Burrell Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

official pronouncement that the marks of these two firms do not conflict, although both have the representation of an eagle—one mark showing an eagle with wings outspread, while the other represents a bird with folded wings. But "Clover Seal" was refused in a class where "Clover Club" had already been registered. "Wheat-meats," proposed as a trade-mark for cereal food, was held to conflict with "Meat of the Wheat," already accepted; and "Stag Brand" was construed to encroach upon the rights of the "Deer Head" Brand in the same line. In the legal dispute between the Waterbury Chemical Company and Reed & Carnrick the Court of Appeals held that the words "Pinozyme" and "Peptenzyme" are not deceptively similar when used as trade-marks for medical preparations. Upon the appeal of the William B. Moore Dry Goods Company, it was decided that flannels and mixed silk and cotton goods are goods of the same descriptive properties, hence the trade-mark "Adorna" was held so nearly to resemble "Adora" that its use would tend to confuse and mislead the public.

### NEW ANGLE IN RECENT CASE

Makers and advertisers of goods who are on the lookout for significant declarations as to their rights embodied in court decisions should not overlook the very important principle recently laid down by the highest court on trade-mark practice in rendering an opinion in the case of the Asbestone Company vs. the Philip Carey Manufacturing Company. On the face of it the court mandate merely reverses the Commissioner of Patents and forbids to the Carey company registration of the word "Asbestone" as a trade-mark for asbestos boards. The new angle of the subject lies in the fact that the Asbestone Company has thus been able to reserve this word to its sole and exclusive use in its particular field merely because the word appears in the corporate name. It came out that the Asbestone Company, which manufactures non-heat conducting

and fireproofing materials, has not up to date made use of the word "Asbestone" as a name or a trade-mark for any products of its manufacture such as are put out by the Carey company; but upon the representation that the firm might desire to make such use of the name in future, the court held that the concern has a monopoly on the word. Heretofore the Commissioner of Patents and the courts have given no heed to such possible or prospective use. If a claimant to a word or name could not show that it was actually in use as a trade-mark he stood scant chance of establishing his right in the premises. One effect of the decision will be to attach added importance to the use of a trade-marked word in the name or title of a manufacturing firm.

### "The Iron Age" Points Out the Dangers

*The Iron Age* has called attention to the fact that the machinery trade will be adversely affected by a bill now before Congress, which contains a provision to abolish the generally adopted principle of exclusive territorial rights in the relations of the manufacturer and his agents. It is held that the present arrangement in metal-working machinery, whereby manufacturers sell through exclusive agents, is convenient for the maker and efficient as far as the distributor is concerned, and that to adopt the plan which would be required by the law would bring about a chaotic condition. The proposed law is one of the "five brothers" anti-trust bills.

### Kolynos Sampling Office Buildings

The Kolynos Company, New Haven, Conn. (dental cream), is trying out a sampling scheme to office employees in Hartford, Conn. A letter is sent to the head of each concern, asking permission to sample the employees, and including some educational talk. If the plan works well New York and other large cities will be attacked in the same way.

Colgate & Co. are now carrying on a similar campaign in New York City for cold cream and tooth paste.

### Lewis with "Forest and Stream"

Russell A. Lewis, for nine years connected with the advertising department of the Frank A. Munsey Company, and during the past two years in charge of its fiction publications, has become general manager of *Forest and Stream*.

## 1847 ROGERS BROS.

*Silver Plate*

*that Wears*



## Best Known Easiest Sold

Fifty years ago  
**1847 ROGERS BROS.**  
"Silver Plate that  
Wears" was be-  
ing advertised  
and was becoming  
well known.

The accumulated strength of advertising and reputation through all these years has given it a national renown that is one of the strongest selling arguments. Dealers find it is easy to sell, because it is the ideal silverware for the table and for gifts. They cannot do better than link up their stores with this widely advertised silverware.



**INTERNATIONAL SILVER CO.**  
MERIDEN, CONN.  
Successor to Meriden  
Britannia Co.



## Which of these facts about Street Car Advertising prove it the medium YOU ought to use?

Street car advertising gives you greater circulation than all other mediums—

And at a lower cost.

Street car advertising reaches all the people all the time. It works for you every hour in the day. Street car advertising follows the lines of distribution. The cars circulate toward the shopping centers, and the cards are the last word to the buyers before they purchase.

It permits you to present your package just as it is—exact size and colors—a remarkable factor in killing substitution.

It allows you to concentrate your advertising in the most fertile cities.

It is the great medium for covering the cities—and 80% of the families with incomes of \$900 a year and over live in the cities.

It reaches the readers of all other mediums.

All street car advertisements are the same size.

The street car rider sits in the car opposite your card, from 15 to 45 minutes.

It is a wonderful follow-up, persistently repeating your story till the sale is made.

Streetcar advertisers stay in the cars year after year.

With all its advantages, it costs but little. You can put a card in every car in any of the S. R. A. cities for about 3c. per family, per year.

Let us give you full information and an estimate for cities you are specially interested in at this time.

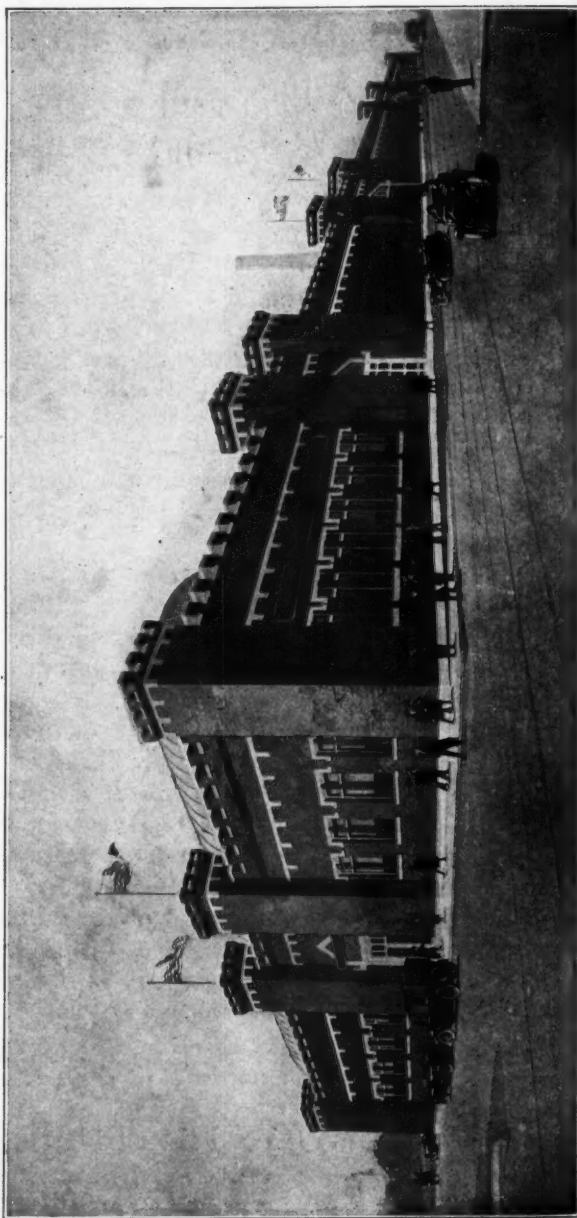
## Street Railways Advertising Co.

CENTRAL OFFICE  
First National Bank Bldg.  
Chicago

HOME OFFICE  
"Flatiron" Building  
New York

WESTERN OFFICE  
242 California Street  
San Francisco

# Home of the Thos. Cusack Company



THE LARGEST ADVERTISING PLANT IN THE WORLD  
HARRISON AND MADISON STS. CHICAGO

## Clearing House

# Clearing House OF THE Outdoor Advertising Association

At our fifth annual convention held in New Orleans—January 19th-24th—we effected an arrangement with advertising agencies which makes it highly satisfactory and profitable to them to embody the employment of our medium in planning campaigns for their clients.

If not familiar with this arrangement it would be well to be advised regarding it.

Our medium, forming the *Outdoor Connective Link*, is becoming more and more a vitally component part of every well-planned campaign.

CHICAGO

Thos. Cusack Company

NEW YORK

# 246,118

This is the average net  
paid circulation of the  
Daily and Sunday  
editions of

**The New York Times**

during the six months  
ended April 1; a cir-  
culation which rep-  
resents in one grouping  
the largest number of  
intelligent, discriminat-  
ing and responsive  
readers ever recorded  
by a newspaper.



# Why the Shredded Wheat Company Opposes Fair Trade League's Bill

Truman A. De Weese, Adv. Mgr., and Fred Mason, Vice-President, State the Company's Attitude as Regards the Legal Fixing of Resale Prices

THE following statement by Truman A. De Weese, advertising manager of the Shredded Wheat Company, Niagara Falls, N. Y., was received by PRINTERS' INK shortly after those from other manufacturers bearing on the Stevens Bill, which were published last week. The standing of the Shredded Wheat Company in the trade makes its official position particularly important at this time. Mr. De Weese writes:

"The subject of price-maintenance legislation is a big one, involving more than a superficial knowledge of merchandising. An appeal to the Government to use its police power to protect fixed resale prices on a commodity looks fair on its face, but a more careful examination will show that it is fraught with grave dangers to merchandising. Before tumbling headlong into such a movement it is well to look beyond the immediate selfish interests of those who are promoting this legislation.

"In the first place, I do not believe in Government regulation of merchandising or advertising beyond the legitimate function of government—which is the protection of the public from fraud. To go beyond this in the regulation of advertising is to invite the ridicule of intelligent men who know there must be a place for imagination and inventiveness in advertising. If the Government can regulate advertising beyond the point of protecting the public from fraud it can also tell a man what adjectives he shall use in describing an Italian sunset. It can also prescribe the metre in which a man shall write a poem on spring.

"I feel the same way about Government regulation of merchandising—only this proposed interference in private business is fraught with even greater dangers. We

are menaced by a tidal wave of paternalism in business. The hand of the politician is being heavily laid on business enterprise. Legislators are foolishly yielding to the clamor of certain interests for Government regulation—and it is well to bear in mind that Government regulation means Government inspection of private affairs. The right to fix and maintain a resale price would be predicated upon knowledge which no manufacturer would want to divulge and which the Government has no right to possess. It would reduce merchandising to the level of a slot-machine. There would be no room for salesmanship. It would destroy individual initiative and enterprise and would ultimately undermine the foundations of sound merchandising.

"I believe in the maintenance of fixed resale prices. The arguments in favor of fixed resale prices are many and unanswerable; but why invoke the police power of the Federal Government to do that which every manufacturer should be able to do through friendly co-operation with his distributors?

"Here again we stand solidly and firmly on the proposition that in Government regulation of merchandising, manufacturing or transportation the function of the Government should be restricted to protecting the public from fraud and unfair dealing. To punish a man for fraudulent advertising or for marketing a product that is spurious or deleterious is the proper function of government. To say what profit a man shall make on a patented article, or any other article, or to fix a price at which a retailer may sell an article after he has paid for it is not a function of the Government, but an invasion of

personal liberty and private rights.

"The maintenance of fixed resale prices is essential to sound merchandising. The stability of manufacturing enterprise and the safety of millions of capital depend upon it. But if the Government can decide what an article shall be sold for, it can also decide what kind of a sign a man shall put over his store and what kind of wrapping paper he shall use. I am one of those who believe that the Government should have nothing to say about the profit a manufacturer shall make on a commodity. If it costs 70 cents to make a safety razor and the manufacturer can sell the razor for \$5, it is a sure sign that the razor is worth that much to a certain purchasing class, and the Government has no right to interfere with it. If a manufacturer can get a dollar for a watch that costs 37 cents he is clearly within his rights as an American citizen. But if a man buys the razor or the watch and the Government undertakes to tell him that he cannot sell them again for less than a certain price, it is going beyond its legitimate functions and violating a fundamental right of every citizen.

"Price-cutting is demoralizing to manufacturing and merchandising, but the remedy is not in Federal enactment. The remedy is in mutual co-operation and fair dealing. If the retailer persists in selling below the regular retail price the manufacturer has a perfect right to cut off his supply. There is nothing in law or in any recognized standard of business ethics that will compel a manufacturer to sell to a price-cutter. This company has maintained a fixed resale price for its goods without resorting to any big-stick methods. The wholesaler and retailer are provided a certain fixed profit on the goods in every part of the United States and Canada. We give no free deals or quantity discounts, and hence do not encourage price-cutting. We maintain a fixed resale price uniformly and consistently through friendly co-operation with our distributors

and through a mutual regard for each other's interests and an intelligent recognition of each other's reasonable rights as manufacturers and distributors. To ask for Government interference in such matters is to invite Government surveillance and inspection that are not compatible with that individual liberty and initiative that lie at the foundation of all successful business enterprise.

"I wish every manufacturer and merchant could read the speech which was made by our vice-president and general manager, Fred Mason, at the banquet of the Tri-State Wholesale Grocers' Association in Philadelphia the other night. In this speech Mr. Mason called attention to the dangers that lie ahead of legislation of this character. It was a new line of thought for many of those who had not carefully considered both sides of the question. Surely no one in this country is better known in merchandising circles than Mr. Mason, and no one has done more to protect the wholesalers and retailers in their right to a fixed, fair profit on the goods they sell. Mr. Mason nine years ago helped organize the Tri-State Wholesale Grocers' Association, which now embraces in its membership nearly all the wholesale grocers of Pennsylvania, New Jersey and Delaware. A resolution favoring an enactment of the bill now in Congress was introduced at this association meeting and was defeated.

"It is significant that this company probably has less trouble from price-cutting than any other company whose products have a world-wide distribution, and yet Mr. Mason has constantly and courageously opposed the enactment of this proposed law and does not believe the police power of the Government should be invoked to regulate the resale price of any commodity."

#### MR. MASON'S SPEECH

Mr. Mason's speech before the Tri-State Wholesale Grocers' Association, so far as it refers to price-maintenance, follows:

"I want to give you just a little thought along the idea of the

manufacturer being given the right by the Government to name the resale price on his product.

"You know in the nine years that you gentlemen have been organized, through friendly co-operation, through the exchange of experiences and ideas, through discussing the cost of doing business and the consequent profit that is necessary to make a success of your business, that the old humbug of price-cutting has been almost eliminated, and it has been done through friendly, honest co-operation. I believe in it. Twenty-two years ago, when I was selling Pillsbury's flour in St. Paul, Minn., I asked our people to let me fix a retail selling price on flour. It was fixed, and, gentlemen, it has never been broken. It is still up in the stores of St. Paul, the prevailing retail price, but without any 'big-stick' or big holler or without drawing public antagonism, and just so has it been here. There was no such thing known nine years ago in this territory as what we call 'list prices.' It was not the fault of the manufacturer, either, because he had nothing to work with. You couldn't get together.

#### HOW COMPLAINTS WERE CUT DOWN

"But since you have gotten together and discussed those things, you have relieved us of that great burden, and I believe that the public will give every wholesale grocer and every retail grocer and every manufacturer, when they study these things from the experience we men have gone through, a reasonable and fair profit. But when you quarrel among yourselves and try to get all your competitor's business and don't get together and talk over the cost of doing business, the public is mighty quick to take advantage of that; and can you blame them when you can't get together yourselves? Now, gentlemen, our company has not had, in six months, one single complaint in price-cutting in the Philadelphia territory, and we used to have 100 a week. I think it is purely because of your getting together and discussing these prob-

lems and being ready to do business on business principles and meeting your competitors half way. I believe that.

"Now, this resale price—I have before me a pamphlet—this is a verbatim report of speeches given before the National Civic Federation by men who have given years and years of thought to this topic. Here is Mr. Bloomingdale, the counsel of the New York State Dry Goods Association, Edmund E. Wise, against; and William H. Ingersoll talking for the fixed resale price. Each of these men gave an address of an hour and a half. Here is a little-bit of a man who is a recognized student of economics, Dr. Talcott Williams, and let's see what he says:

"The proposition is made for the restriction of the price for the manufacturer. That power can only be granted if the manufacturer will make his business so public that everybody will be certain that the restriction of price is not used in order to increase his profits beyond a fair point."

"I want to tell you gentlemen it simply means this, that the present law, now before Congress, as I understand it, and as our counsel tells me, is that you cannot have Government regulation without Government inspection. Do you want some fellow who has a political office drawing \$1,500 a year to come in and tell you what it costs to run a wholesale grocery business? That's what you will get if you get that kind of legislation. And he goes on further to say: 'It's easy to arrive at that; we have arrived at 6 per cent. as a reasonable amount for the use of money, that any larger sum is usurious, and there is a law against it.' Suppose one of these students comes out to one of your establishments, and he is educated to believe that 6 per cent. is the proper earning for your capital; a wholesale grocer doing a business, we will say, of \$1,000,000 a year with \$200,000 capital; I believe that the average wholesale grocer will perhaps turn his capital over five times in a year; we will say that your gross profit is 10 per cent.; that your cost of do-

ing business is  $7\frac{1}{2}$  per cent.; that will leave  $2\frac{1}{2}$  per cent on the turnover. Every man in this room knows that this is not an excessive profit; it would give \$25,000 profit on doing a million dollars' worth of business in a year.

"But wait a minute, gentlemen. This inspector that is sent out to get at what is a fair profit for you has access to your books and comes in to Mr. Drake and says, 'I want to look through your establishment; what is your capital stock?' 'Two hundred thousand dollars.' 'How much money did you make?' 'Twenty-five thousand dollars.' 'Oh, you shouldn't make over \$12,000; 6 per cent. is a reasonable earning for money.' Think it over, gentlemen. I tell you, you don't want Government regulation with Government inspection by incompetent men without experience, who have not sacrificed the time and study and thought that you have given to the subject, to come in and tell you what is a reasonable profit on your goods, any more than we want it. That is my personal opinion, and it is also the personal opinion of my superiors in my company.

"You know when that fellow comes along, he is getting about \$1,500 a year; therefore that is his idea of what a salary is. He comes in and says, 'How much money did you make?' You show him. He doesn't say anything about raw material. This year it might be low and you might have good big earnings, so that you can pay your dividend of 6 per cent. and lay aside a surplus to take care of a market that is perhaps against you the next year. The manufacturer cannot change his price every time the raw material changes, but does that fellow understand that? Oh, no; you must be paying too big salaries. 'Here, what does your president and vice-president and general manager get?' I'm interested in that more than anything else. 'And what do the heads of departments get and what do your sales agents get?' And when he finds out that perhaps they are making more money than he is making, it's all wrong, the price of that commod-

ity should be 8 cents instead of  $12\frac{1}{2}$  cents on the grocer's shelf. And who would suffer? Not only the jobber who would be getting 10 per cent. on only \$2.50 a case, or 25 cents a case, but the retailer who would be getting much less if he got his profit on 8 cents a package instead of  $12\frac{1}{2}$  cents.

"These are serious problems, and I want to congratulate this organization on not passing any such resolution. The beauty of the Pennsylvania, New Jersey & Delaware Wholesale Grocers' Association and of the National Wholesale Grocers' Association is that in all these years the Government cannot point to one thing they have done in restraint of trade, in violation of the Sherman Anti-Trust Law; and don't place your manufacturing friends in a position where we are going to be inspected and you are going to be inspected by a lot of students that don't look upon this matter from the experience you and I have had, and who would keep us from giving you just the protection we are giving you now.

"There is no law in the world that can compel my company to sell any wholesale grocers Shredded Wheat for any or for no reason. Remember that, but if this body or if two men in this room say to me, 'Mr. Mason, we don't want you to sell a certain man,' there is your 'collusion,' there is your 'conspiracy in restraint of trade,' according to the Sherman Anti-Trust Law, and I want to congratulate those old pioneers, every one of them, not only the national wholesale grocers, but those in the local association of the tri-states, for the record they have for keeping away from that sort of thing."

### Hutchinson with Sternberg Trucks

Rollin W. Hutchinson, Jr., has been appointed sales and advertising manager for the Sternberg Manufacturing Company, of Milwaukee, making Sternberg Trucks. Mr. Hutchinson was at one time advertising manager for Saurer trucks and later with the International Motor Company. For the past year he has been with the Packard Motor Car Company, in Detroit.

We are Members of

## The Advertising Audit Association and Bureau of Verified Circulations

Yes sir—right in all over—we never even hesitated, for we have always preached and practised the utmost frankness in circulation statements.

Never have we had anything to hide—everything has always been open and above board, for we are firm believers in giving facts to advertisers or prospective advertisers—they should know what they pay for—and they always have—with us.

So it was but natural that we were among the very first to join the movement.

Membership in the Audit Association means much now and will mean more as its importance is realized and appreciated by advertisers.

You, as an advertiser, should find out what you are buying and you will not go wrong if you place your advertising in those publications where you know you are getting full value and where the facts given are exactly as represented.

You can feel this assurance about the publications that are members of the Advertising Audit Association and Bureau of Verified Circulations.

Don't buy a "nigger in the wood pile." Buy your advertising space as you would any other commodity—count, weigh and measure.

We are ready to show you any day, any time, any place—but remember the **QUALITY** of the circulation is of far more importance than the quantity.

**THE IRON AGE**—The standard authority in the Iron, Steel, Foundry, Machinery and Metal Working Fields.

**HARDWARE AGE**—The leading exponent of the Hardware Retailer and Jobber.

**METAL WORKER, PLUMBER & STEAM FITTER**—Covering the Furnace, Stove, Plumbing and Steam Heating Fields.

**BUILDING AGE**—The Builder's and Contractor's Business Builder.

**DAVID WILLIAMS COMPANY**

Publishers, 239 West 39th Street, New York City



## "P. I." Statute Passed in New York City

THE Board of Aldermen of the City of New York passed on March 31st an ordinance against fraudulent advertising which closely follows the PRINTERS' INK Model Statute. This action by the legislative body of the largest city in the country is significant. There are similar ordinances already in effect in Chicago, and Los Angeles, and the St. Louis advertising men are vigorously pushing an ordinance there. The following is quoted from *The City Record* containing the minutes of the meeting of the New York Board of Aldermen:

"The Committee on General Welfare, to which was referred on February 3, 1914, the annexed ordinance against false and misleading advertising, respectfully reports:

"That it held several well-attended hearings in relation to this proposed ordinance, at which no one appeared in opposition. The officers of various medical societies were particularly active in advocating this measure, and they were backed by the Health Department. Representatives of merchants' associations and of advertising men also approved the bill. The committee believes the ordinance to be a good one, with the single exception of what it considers a somewhat severe penalty. It has amended the act in this respect, and recommends that the accompanying substitute ordinance be adopted:

"Be it ordained by the Board of Aldermen of the City of New York as follows:

"1. Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service or anything offered, directly or indirectly, by such person, firm, corporation or association to the public for sale or distribution, or with intent to increase the consumption thereof, or induce the public in any manner to enter into any obligation relating thereto, or to acquire the title thereto, or any interest therein, makes, publishes, disseminates, circulates or places before

the public, or causes directly or indirectly to be made, published, disseminated, circulated or placed before the public in this city in any newspaper or other publication sold or offered for sale upon any public street, sidewalk or other public place, or on any sign upon any street, sidewalk or public ground, or in any hand-bill or advertisement posted upon any street, sidewalk or public ground, or on any placard, advertisement or hand-bill exhibited or carried in any street or public ground, or upon any sidewalk, or on any banner or sign flying across the street or from any house, an advertisement of any sort regarding merchandise, securities, service or anything so offered to the public, which advertisement contains assertion, representation or statement which is untrue, deceptive or misleading, shall be fined not less than twenty-five dollars (\$25) nor more than two hundred and fifty dollars (\$250) or by imprisonment of not less than five days nor more than six months, or by both such fine and imprisonment.

"2. This ordinance to take effect immediately."

## Another "Week" Planned

The National Coffee Roasters' Association, at a meeting recently held in Chicago, decided to hold a "Coffee Week," to be celebrated in every city in the United States, at some date during the fall of 1914. The object of the Coffee Week will be to start a campaign of education for clean coffee as a beverage among all classes. Each member of the association will make demonstrations in show windows and other public places, showing the growth, progress and use of pure coffee, and to familiarize the public in its use against substitutes or the adulterated berry. It will be the first widespread demonstration of the kind ever attempted.

## San Francisco Car Contract

The San Francisco Board of Supervisors has let a contract for advertising in the municipal cars. The rate called for in the contract is \$111 per car per annum.

## Towle Merges With Geo. W. Edwards & Co.

Herbert L. Towle, with his organization, has amalgamated with the agency of George W. Edwards & Co., Philadelphia.





THERE are two conceptions of advertising—the “bass drum” and the “symphony.” “Make a noise” is the slogan of the first—“Make a friend” is the principle of the second.

By their very nature booklets and catalogs belong in the “symphony” class. And by their very nature

## STRATHMORE

### COVERS AND PAPERS

go to make booklets and catalogs of this “make a friend” kind. Strathmore covers and papers are the finest we know how to make. And we make them in endless varieties, colors and weights.

Advertising men, art managers, and printing buyers and sellers are invited to send for any or all of the superbly designed and printed Strathmore Sample Books.

No. 1—Writing Papers

No. 2—Deckle Edge Book Papers

No. 3—Cover Papers and Bristols

No. 4—Announcement Stocks



STRATHMORE  
PAPER CO.

MITTINEAGUE, MASS., U. S. A.



Printed & Monthly in Printers' Ink

# The MAHIN

APRIL 1914

CHICAGO

You read our announcement in January about the Audit Clause in our Customers' Agreement; now read what publishers and our customers have said about it.

—Advertisers—

"This 'Forward Step' of yours should certainly redound to the credit of your company, and judging by the good results that came to us from using an annual audit, I feel convinced that you will not regret this move."

"Of course you have done the right thing in refusing to sell your service or anything else to publishers, space owners and dealers in advertising supplies and it seems to the writer that you are always doing about the right thing. While this might not affect us yet we can see in a general way where it might be harmful to your customers."

"This is a splendid idea. I wonder whether you fully appreciate its value to your customers? This action on your part ought to remove any lingering doubt in the minds of your clients that if they are not on the same basis as far as cost of your service is concerned. This is decidedly worth while. The evidence, also which you will submit to your clients, of your exact carrying out of your agreement as far as purchases and charges are concerned, cannot help but be of great satisfaction. We want to compliment you upon this step. Your agency, we believe, is doing more to put the advertising business on a stable foundation than any other one influence."

**"This should certainly remove any question that might possibly arise in regard to the fulfillment of your contract."**

**"We think the stand which you are taking is one which should instill confidence of every one of your customers in your methods. Clean, clear cut, and carrying with it the statement of your accountants, it should be all that anyone could ask."**

In view of the fact that the inner workings of an advertising agency are somewhat hazy in the mind of the average advertiser we believe that you have taken a step in the right direction by instituting your annual audit and in this way throwing your books and records open to interested parties. This step is bound to increase the confidence of your clients in your integrity and service ability. The thing that has struck the writer more forcibly than anything else in his dealings with you is the thorough method with which you render invoices. Every detail is specifically accounted for and nothing is left to chance or doubt. It has never been necessary to refer any invoices back to you during the entire year for more detailed explanations. It is the tendency of all business novitiates to suspect and above board and the sooner the advertising agencies fall in line, the better it will be for advertising in general. In conclusion we wish to congratulate Mr. Mahin, Mr. Rankin, Mr. Nesbit and Mr. Groth upon taking one more advanced step in the cause of honest advertising."

"You have again demonstrated to the confidence of your clients the strictness of the standard of our side of your organization. You have taken the latest step of your organization to say to the other departments of your organization that we are not only necessary but we are going to make a more fully integrated working together of working together done the right way and we believe we will regret it."

"What you say in this announcement is certainly the real headline article, not only a credit to your organization but must be complimentary on your

"It is indeed a very good writer's opinion upon one which should meet with the approval of every customer on your premises—not from the point that we think it is necessary in the matter of self-protection, but taken to show that every move is done open and above the board and upon fair and square and up-to-business ideals."

—Publishers—

"Your progressive calls have  
fest and no word is commendable  
essary. You have successfully  
the sales story of a large firm  
in a matter worth their time  
have proven time and time again  
vertising does pay. This, too,  
answers all questions regarding  
service. Your Audit men provide  
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"I have always had good working relations with Mahin service. The success of Mahin advertisers is a great credit to me. I have always believed in the high standards of the Mahin Advertising Company, and have backed my judgment with my recommendations to my clients."

"It is refreshing to see who allows a full A. in its circulation to see the attitude of the Mahin Company in complete business dealings. The advertisement shows honest circulation and is pressed with the honest Mahin Company. It helps but mean honest space for honest service as a whole."

*This is Messenger No. 14. Bound copies of the first twelve, comprising one year*

# MESSENGER

U. S. A.

Tenth Floor • MONROE BUILDING

**Mahin Service**  
Increases  
Sales  
Efficiency

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"It was really not a surprise to me to learn of your recent step in further protecting the interest of your clients and more efficiently developing your service, for past performances on your part had led most of us to believe that you are always to be among the first to make these moves in the right direction."

"National Banks of course have always furnished their depositors and stockholders with an independent audit by the Government. Stockholders of the railroads and other big corporations and the public, are now requiring a more or less Government Supervision of Corporations. The word 'business' itself precludes the idea of sentiment, and were I an advertiser myself, a plan such as yours for the audit of my advertising agency would appeal to me very strongly. Any plan advanced to more definitely determine and regulate advertising expenditures is, I believe, very desirable and something which will tend to uplift still further the standards of modern advertising."

"The advantage of agency service, which is unhampered by conflicting business obligations, is obvious. Judging from the accounts, which your company places, it seems that your position is not unappreciated by advertisers of a very desirable class."

"This is the most tangible step that I have ever seen on the part of any agency to not only be conscientiously right, but to make your customers know you are right. Oh, that we ourselves could invite into our inner shrine, every agency and every advertiser in the country and let them know us as well as the Mahin Advertising Company wants its customers to know it. Then we should all be better understood."

"It will eliminate all possibility of any discussion of the correctness of your charges, and this will not only do the Mahin Advertising Company good, but will have a beneficial effect on the entire advertising business. The question of overcharge on the part of agencies, which we very frequently hear discussed, but which I think is seldom justified, does harm to every branch of the advertising business, and any step which you take to do away with the possibility of such discussion is a good thing for the business as a whole."

**You can have all or your choice of these four booklets:—**

**"Why the Agency,"** an address delivered by Mr. Mahin before the Association of American Advertisers, February 25th, 1914.

**"Requisites of a Successful Salesman,"** an address delivered by Mr. Rankin before the Hipress Rubber Footwear Salesmen, of The B. F. Goodrich Co., at their Convention, December 23rd, 1913, Akron, Ohio.

**"The Value of Analysis,"** by Mr. Groth, a masterful presentation of the subject, showing how you can employ the theory, and how we make use of it in our own work.

**"Human Appeal in Copy,"** a short tract by Mr. Nesbit, which presents the ideas that dominate the copy we furnish our customers.

Why not phone, telegraph or write when you can call upon us and investigate for yourself the kind of service we are actually rendering to our customers in the use of Newspaper, Magazine, Farm Paper, Trade Paper, Street Car, Outdoor Space and Follow-Up Matter?

Long Distance Telephones:  
Randolph 6940, Chicago;  
Murray Hill 2632, New York



## MAHIN ADVERTISING COMPANY

Monroe Building, Chicago 42d Street Bldg., New York

JOHN LEE MAHIN, President

WM. H. RANKIN, Vice-President

WILBUR D. NESBIT, Vice-President

H. A. GROTH, Secretary and Treasurer

completing one year's campaign, also No. 13, will be mailed you upon request.

## *An Announcement*

All of our papers in the future will be sold exclusively through the *Birmingham & Seaman Co.*, in the following cities:

New York City  
Chicago  
St. Louis  
Milwaukee  
Detroit

We manufacture the following well known grades of paper:

ENGLISH FINISH OPACITY CATALOG  
SUPER OPAQUE CATALOG  
FEATHERWEIGHT ENAMEL  
MAYFLOWER ENAMEL  
VELVET WHITE ENAMEL  
RADIUM ENAMEL

### **BRYANT PAPER COMPANY**

F. H. MILHAM, President

Mills and General Offices :

KALAMAZOO - MICHIGAN

Capacity 250 tons per day

# An Investigator's Report on Window Displays

Conditions He Found Prevailing Among Dealers

By M. Zimmerman

WHILE visiting dealers in this window display investigation I happened to see a merchant take a big box and instruct the boy to throw it out in the back. Not knowing the contents of the box and believing it to be goods which had just arrived, I said, "What do you want to do that for? Don't you think that somebody might want that?"

"Aw," he said, "that's only window display which I just got. I don't want it. I can't use it. It's no use having it around here."

I pursued this question of wastefulness in a talk with the manager of one of the largest drugstores in New York. "Why, yes," he said, "I saw a window display yesterday which was worth between three and four dollars going down to the furnace for fuel."

I asked, "Why was that allowed?"

"Well," he answered, "in the first place it was unsolicited, and in the second place, if we were to use all the window displays which are sent to us by manufacturers, we would never be able to display our own goods, and you know that our windows are worth to us at least \$25 a week, and we can get the displays any time we want."

## A SIGN OF CHANGING VIEW-POINT

"But," I said, "I notice you have a fountain in the window called 'The Water Goddess.'"

"Did you notice that, too?" he asked.

"Yes, I did, and it struck me as rather peculiar that it should be placed in a drugstore. I would naturally expect to find it in the Museum of Art or in some antique dealer's shop."

"Well," he replied, "I know many people think the same way.

I have people coming in here every minute of the day and asking me why we have that in the window; whether it is going to be an ad for Moxie or Coca-Cola."

"What is the value of this display to you?" I asked.

"Well," he said, "here is a model of a piece of sculpture which is loaned to us by a noted sculptor in this town and its value is \$1,500. Our object in putting it into the window is to cause comment, which we have so far done. The passer-by always stops and looks at it. In perhaps another week we shall probably put in a fine lot of toilet goods, such as perfumes, around that fountain, and I think it will be an added value to us."

At the side of the fountain was a little brass plate with the following inscription: "The Water Goddess, Loaned by Wm. D. Paddock to the Standard Drug Company, and Shown for the Pleasure of the Passer-by. By Wm. D. Paddock, Sculptor."

This is merely an illustration of how the progressive druggist is making use of his windows and will not always put in pill boxes and empty cartons. It also shows that the wide-awake manufacturer can easily obtain the services of that window providing he uses some original methods to gain access.

## VALUE DEALER PLACES ON WINDOW SPACE

Another case: The Caswell-Massey people, on Broadway and Thirty-first Street, loaned a window to the Kolynos Company for a week and did not charge it anything. The Caswell-Massey people, I know, value their window as being worth from \$50 to \$75 a week, for the reason that they manufacture a line of preparations of their own and it is

worth their while to use their windows in pushing their own preparations instead of the manufacturer's. On the other hand, they are always on the lookout for something original; something which will catch the attention of the passer-by and make him stop and notice the name of Caswell-Massey and also notice the store and its location. The Caswell-Massey store is considered one of the finest drugstores in New York, and could easily hold rank with any of the fine stores in the country.

I recall that at one time the Kolynos Company put out a new mechanical device whereby it had tubes of Kolynos hanging down on a screen and giving the appearance, where the contents dripped from the tubes, of spelling the word "Kolynos." This was first shown at the Drug and Chemical Show in Madison Square Garden during the week of January 22nd and excited quite a great deal of comment.

The general manager of the Kolynos Company called Caswell-Massey's attention to the value of this sign as a drawing card, and sure enough they put it in their window for over a week. I know that the Kolynos Company could also have obtained the Liggett windows for the following week.

These examples merely show that the manufacturer can nearly always obtain the dealer's window, no matter how valuable he thinks it, if he advances the right proposition.

#### WINDOWS BOUGHT BY THE WEEK

Not every one of these big stores will give their windows, however. I found one store which gets \$50 for a window for a week, and \$75 for two weeks, providing two weeks are used consecutively. This store is the Knickerbocker Pharmacy, which is situated on Broadway and Thirty-eighth Street. It is one of the greatest theatrical sections in the world, and during the afternoon and evening thousands of people pass by. If one has a fine line of toilet preparations and perfumes, this is a splendid place to adver-

tise it. Now the Melba people, makers of a line of toilet goods and face creams and powders, think that this window space is so valuable to them that from time to time they hire that window for two weeks at a stretch and put a girl in the store who probably gets from \$20 to \$25 a week to demonstrate their preparations. They have done this, to my knowledge, about four times, and evidently it must pay them—not so much from a selling point of view as from an advertising point of view, because the lady who is in charge of these demonstrations told me that they can send a girl to one of the 125th Street department stores and sell more goods in that store than they can down on Broadway and Thirty-eighth Street, but the publicity which they get from the people who pass by down there is worth the expense involved.

#### CONDITIONS SIMILAR IN VARIOUS LINES

In the matter of window displays, I find that the conditions are the same in the drug, hardware, haberdashery and grocery lines, for the manufacturers in these various branches of trade use the same methods in obtaining window space and are achieving the same results so far as their waste is concerned. The manufacturer is spending thousands of dollars yearly in getting out the finest lithographs and dummy cartons and sends them out promiscuously, without ever trying to find out whether they have been used or not. And you will find that in 75 per cent. of these cases the displays never reach the dealer's window. They generally reach the rubbish heap or the furnace, as I have illustrated.

Take the drug line, for example. There I find that the dealer's windows are obtainable in nearly every case provided the right methods are used. I know that Colgate has no difficulty in obtaining the dealer's windows. I know that the Bauer Chemical Company has no difficulty in obtaining its windows; and in this

connection I might say that although the Bauer Chemical Company does not send around a man to dress the window for the dealer, still it maintains the greatest amount of efficiency so far as its place in the window is concerned. The same can also be said of Colgate & Co.

#### A DISPLAY WITHOUT A "PUNCH"

But take the vast majority of manufacturers who are appealing to the dealer with beautiful window displays. They are wasting their time and efforts because of the methods which they employ. To cite an example: The makers of the Briscoe-Kleanwell toothbrushes, inaugurated a campaign of displays in New York City. They got out the material for it, sent out a man to book the displays, and also a man to put them in. And still, from my knowledge of that campaign, I think it was comparatively a failure. And for this reason: that after having started out right, they did not finish in the right manner. The effect of their display was very poor. The dealer did not like it. I went into a dealer's store one Saturday morning for the purpose of installing a display for him. I asked him which window I was to use. He called to his clerk and said, "Say, John, throw that Kleanwell display out. I don't want it. It doesn't look good at all."

"What is the matter with it?" I asked.

"Well, look at my window," he answered. "It is ten feet long and four feet deep. And look at the size of the display. I need six times as much material of that kind to make my window look decent. I think it is a waste of valuable space to leave that display in. Now, let's see what you can do."

And so the Kleanwell display came out and I put ours in, which proved satisfactory to him.

#### PROFIT ALLOWED HAS A BEARING

One of the first questions which arises when the manufacturer seeks to get the window of a dealer for his display is, "How much profit am I making out of your

goods?" This is practically the stumbling-block for all manufacturers. The conditions existing to-day with regard to the cutting of prices by big chain stores and department stores force the small dealer to meet these prices. Sometimes these prices are so low that in order to meet them he is cut off from any profit at all, and in many instances, to meet the cut prices, he must lose. So when the man who represents the manufacturer comes to the dealer to ask for a display, he finds that the main argument of the dealer is:

"Why should I give you a window display? Am I making any profit on your goods? Do you think that by pushing your goods my rent will be paid? Now, I am willing to give Colgate a display; I am willing to give Sanatogen a display. I am willing to give any manufacturer a display providing I can make a reasonable profit."

The dealer will even go on to tell you that he likes you personally, etc., but that that won't pay his rent and so he can't take your display. This is where the salesman has got to employ influencing methods to overcome the dealer's prejudice. As a matter of fact, many times when the dealer puts that argument up to you, you have nothing with which to refute his statements, and I remember that many times in my own case I would have to let the matter drop and tell him that I realized his position.

#### LIGGETT'S WINDOW "COPY"

I went into one of the Liggett stores, and being acquainted with the window-trimmer, I said to him:

"Johnson, what is your idea of a good window display?"

He answered, "I generally get a center-piece, and from that work out."

"What do you mean by a center-piece?"

"Well, it is usually a little cut-out or a little description of the article, or in a great many cases we make the price the center-piece, and then we work around that with a display of the goods."

I asked, "Do you think the



average manufacturer puts out proper display material?"

"Well," he answered, "they do and they don't. The trouble with most of them is that they use too many cut-outs and a reproduction of the real article is sometimes missing. They lay too much stress on allegorical statements and pretty figures, thereby losing the value of the display. What I try to do in my window displays is to use my real goods or reproductions of my real goods, and when I make fancy figures and designs with them I get a good deal of value out of the window."

"Did you ever notice," he asked, "in the Daggett & Ramsdell Cold Cream campaign, that all they had was a cut-out big enough to fill the dealer's window? I do not think that had much selling value. We like to lay stress on the price of an article, because you know New York is the hardest place in the world to get courteous help in the stores, and the average person realizes that and is afraid to go in and ask the price of a product which may have attracted his attention in the window, fearing that he may meet with some rebuke. But if the price of the article is made a part of the display, and the passer's-by attention is attracted to the article, he will go in and ask for it."

"I believe in having the proper background for window displays. When I am putting in a window of perfumes, I like to use fine silks or velvets as a background to bring out the soft effects. Of course, when I put out a window of ordinary toilet articles any background will suffice, providing it is some color scheme which will stand out."

It is also to be noticed Liggett's stores rarely display material for a manufacturer. Being themselves the manufacturers of the famous Rexall remedies, of course they concentrate their energies along that line. But you will from time to time notice the material of some manufacturer displayed in a Liggett window. When that occurs, you can rest assured that the manufacturer is handing out either

a fixed price for the window or that he is allowing the Liggett people a special discount. When I was in Boston on a soap proposition Mr. Field broached the question of window and counter displays to me. I asked him what it would be worth.

#### EXTRA DISCOUNT ASKED FOR

"Well," he replied, "do you think your firm would stand for an extra, 5 per cent. on all goods bought?"

I told him I did not know how they would stand in this matter, but I was pretty sure they had one price, and it would take an awful lot of pulling to have them deviate from that price. I understand that later he broached the matter to the president of the concern, who turned it down on the same grounds.

The Liggett stores are a good example of the value of window displays, because they have men employed for the express purpose of making up window trims and seeing that they are carried out every week. They also look out for leaders and features, and, as I have said before, it is easy to obtain a Liggett window providing you have some drawing card to offer.

Recently I went down to see the manager (let us call him Mr. Smith) of one of the biggest chain stores in the country. I knew he had some outside views on window displays which would be of value to me.

#### CHAIN-STORE MAN'S TESTIMONY

"Mr. Smith," I said, "I realize that you people lay a great deal of stress on your window displays, and I notice that if you have an article displayed in the window of one of your stores you have that same article displayed in the windows of your other stores. What value do you lay on your windows?"

"Well, we charge a flat rate to any manufacturer who wants to hire our windows, depending on the location of the store. For instance, the window of a store in the Times Square section of New York is worth a great deal more



¶ The new edition of the

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## American Newspaper Annual and Directory

---

contains an entirely new set of maps, which is calling forth numerous letters of commendation from users of the book.

¶ Another popular feature among advertisers is the giving of size of type page and width of column. The old book is better than ever. It will be sent anywhere in the United States on receipt of \$5.00 (express charges collect) by the Publishers.

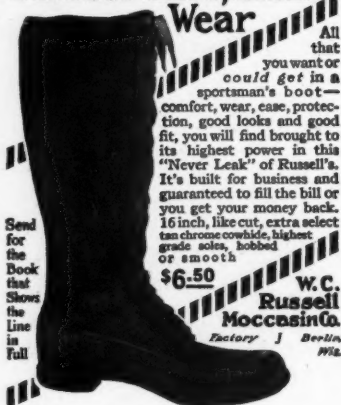
N. W. AYER & SON, Philadelphia, Pa.

# \$700.00

## from a \$25 outlay!

### Never-Leak

#### The Boot that Sportsmen Wear



\$700 in cash orders were received by the Russell Moccasin Co. from this ¼-page advertisement costing \$25 in a recent issue of the

## NATIONAL SPORTSMAN

The **NATIONAL SPORTSMAN** will produce satisfactory **RESULTS** on any "worth while" proposition appealing to men.

We do not attempt to sell advertising space in the **NATIONAL SPORTSMAN** by "hot air"; by comparison of number of lines of copy carried; by inflated circulation statements; by appealing to your appreciation of physical beauty;

**OUR ONE AND ONLY ARGUMENT IS THAT—**

Dollar for dollar, we can give you **RESULTS** equal to, if not better than, any other magazine.

Circulation  
70,000 (sworn)

Advertising Rates  
\$100.00 per page

*Further particulars and sample copies sent on request*

## NATIONAL SPORTSMAN MAGAZINE

73 Federal Street

Boston, Massachusetts

to us than a store on 112th Street and Third Avenue."

"In what way do you secure efficiency for your windows?"

"Well, we combine them with two other things. When we run a window display campaign we also add newspaper advertising and salesmanship to it. By salesmanship, I mean that a circular letter is sent to the clerks in all our stores, instructing them that on such and such a day we will have a window display of a certain article, which will also be backed up by newspaper copy, and that we expect them to help push that certain article."

"To illustrate," continued Mr. Smith, "there was a certain razor on the market which had a very slow sale. We got a good deal on it, and we thought we would combine these three elements—window display, newspaper copy and salesmanship—and see what we could get out of it. This razor sells for 25 cents, and instead of cutting the price, we maintained it and sold it for 25 cents. We got out nice, neat little window trims, we got out our newspaper copy and we instructed our salesmen. In one week's time we sold over 30,000 of these razors through our stores in New York City."

"I can also give you an idea of what our window displays did at the time when the Mark Cross razors had their tremendous opening. Of course, this was also backed up by newspaper advertising and our salesmen were instructed. We sold 80,000 razors in New York and Boston."

I asked Mr. Smith, "Do you think the manufacturer gets out the proper material for your windows?"

"Well, the trouble with the manufacturer is that he lays too much stress on elaborateness in window display. All his cut-outs and lithographs are made up very beautifully, but he leaves out the most important element. To me the price is one of the most essential things upon which to dwell, for after looking over an article by which he has been attracted, the customer wants to know whether he can afford it or not."

I think that a great many sales are lost because a customer, having been struck by a particular article and not knowing the cost, has hesitated to go into the store and ask for it."

#### FINDINGS IN HARDWARE STORES

What is true in the drug trade is also true in the hardware trade. The hardware merchant is constantly being flooded with requests for displays by the manufacturer. Display material is being sent to him promiscuously, and in every one of his shipments he finds signs which are valuable but which never get to be used. The great trouble with the manufacturer sending out these signs is that he thinks he is the only one doing so and that they are to be used in nearly every case. The manufacturer, sitting in his office, with that little sign which has cost him perhaps from 25 cents to \$1, in front of him, looks at it with admiration and says, "My, the dealer ought to use that." But there are thousands of other manufacturers sitting in similar offices and saying the same thing. They send out these signs and expect the dealer to hang them up in the most important part of the store. If the manufacturer knew where his signs go after they leave the factory he would stop sending them out so freely.

#### MANUFACTURERS SHOWING CAUTION

I went into a hardware store on Eighth Avenue the other day. This is one of the leading hardware stores in that neighborhood, and, from its appearance inside and outside, seems to be doing a prosperous business. I asked the manager:

"Do you get much display material from the manufacturer?"

"At one time," he answered, "we used to get a tremendous lot of it. But the manufacturer is getting a little wiser, and now sends in a request asking me if I can use it. Of course, in nearly every case I refuse."

I said, "Did you ever use those displays when you received them?"

"No," he replied, "we generally threw them out."

"Can't you use the display material which the manufacturer sends around?"

"The only display which would be of value to me is a mechanical display. Do you see that little display that I have in the window?"

"Do you mean the Corbin lock? Yes, I think that is pretty clever."

"That is, and I am always glad to use one of those displays—for two reasons. In the first place, it attracts the people and makes them stop to look at this particular little device, and at the same time they look at my display of merchandise. I am willing to put in any display of that nature which the manufacturer sends me as long as it has a two-fold value—one for the manufacturer and one for me."

"You know our line is so large that we can only display a few things at a time, and it takes almost a year before we display our entire line."

"I have two windows and I have two kinds of displays—one a hardware window and one a tool window. Now, if the mechanical device pertains to hardware, I put it in the hardware window, and if it pertains to tools, I put it in the tools window. In this way I not only advertise my goods, but I advertise also the manufacturer."

#### SHOWERED BY SIGNS

"Do you get many signs?" I inquired.

"Yes, with nearly every shipment that comes to me from the manufacturer there is a sign or two. And let me tell you that some of them are very valuable and I hate to throw them out. But what can I do with them? If I were to put up all the signs I receive my store would contain nothing but signs. But some of the little fellows who don't do much business have signs thrown all over their place."

"To my knowledge there are about 1,364 popular brands of well-advertised products in the hardware line, every one of which is sold, and each advertiser expects every dealer to handle a sign or display about each one. There are only fifty-two weeks in

the year, which means that each dealer displays the goods for an average of one week. That is, the dealer is going to give his space to fifty-two and about 1,300 advertised products are going to be left. Notwithstanding this actual condition of affairs the manufacturers continue to make up all sorts of signs and display matter, and send them out regardless of the limits of the dealer's store. Carrying this point further, in some stores the dealer keeps a good display two weeks. This again cuts down the number of manufacturers who could use the dealer's window."

#### POINTERS FOR ADVERTISERS

One of the great mistakes that the manufacturer makes in ordering display material is that he buys more than he needs. Because he gets a cheaper price for quantity orders is no reason for buying more than he can use. Also, because he has 5,000 dealers in his particular line is no reason for ordering 5,000 pieces of advertising. If the manufacturer would only order what he actually needs and what he actually can use his waste would decrease tremendously.

The manufacturer could save a great deal of money, as well as a great deal of time, if he would see to it that the displays he sends out are put in the window. The only way he can assure himself of having his display reach the window is by giving it personal attention, and I can't emphasize too strongly the fact that unless he sends out a man to look after his displays, to book the display for a certain date, and to come around promptly on that date and to put the display in, he will find his efforts wasted.

It has been my experience to observe that many a display which the manufacturer has sent out to the dealer with the hope that the latter would put it in his window, and which the dealer was willing to give space to, was thrown aside when a man representing some other house came around and informed the dealer that he was ready to put the display in him-

# Do You Want

## Real Automobile Dealer Information

There has been a great deal of hysterical advertising to reach automobile dealers, based on more or less unproved claims of certain publishers—often a case of selling something they haven't got. The dealer question is a most important one. It deserves the closest attention of automobile advertising men. If you manufacture or sell any product that is marketed through automobile or accessory dealers, you will be interested in the dealer information we have to offer.

### Motor Wanted the Truth

Motor made a careful study of the situation before it made a claim. It sought the reasons for its success in reaching automobile dealers. And it has done more—we believe it is the only magazine giving a real dealer service without hope of direct returns.

Motor reaches between 6,000 and 7,000 automobile dealers out of a total guaranteed circulation in excess of 25,000. These 6,000 or more dealers are the most progressive in the business—they buy the most expensive automobile magazine.

Motor itself contains the usual departments of exclusive dealer interest. Beyond this, we issue a separate publication called Motor Dealers' Bulletin, edited for dealers only. This is a service *plus*, undertaken entirely at our own expense, without charge for either the circulation or advertising.

The purpose of the Bulletin is to promote co-operation between dealer and manufacturer, to help the dealer cash in on the manufacturer's advertising and promotion work. Now, after nearly a year of progress with the Dealers' Bulletin, it has become an institution of recognized merit. We have hundreds of letters commending it, from dealers and manufacturers.

If you are interested in the automobile business, either as manufacturer, jobber, agent or dealer, we would like to hear from you. Let us tell you more about our work.

**A copy of Motor Dealers' Bulletin will be mailed upon request to anyone connected with the automobile trade**

**J. S. Hildreth**

**Advertising Manager**

**MOTOR**

**119 West 40th St.  
New York**

J. S. Hildreth, Adv. Mgr.,  
Motor, 119 West 40th St., N. Y.  
Dear Sir: Please send copy of  
Motor Dealers' Bulletin and ex-  
plain about the dealer work you  
are doing.

Name .....

Firm .....

Please indicate whether Manu-  
facturer or dealer

Address .....

City .....

self. So again I wish to impress upon the manufacturer that unless he gives this proposition personal attention he is wasting his time and his money.

The question of mechanical display which the hardware dealer brought up to me showed me that not only in the hardware line, but also in the drug line, the mechanical display is appreciated by the dealer. When I had charge of a display campaign for a certain firm, I remember that our first display was a mechanical one, and while it was only an allegorical figure, still it proved to be of great value to the dealer, and in many cases where we wanted to allow him at the most two weeks to keep it in his window, he insisted upon keeping it four or five weeks, and in this way used it not only to our own advantage, but to his. The dealer would take our mechanical figure and place it in the center of his window and then put his own goods around it. Knowing that the mechanical figure would stop the passer-by, he saw the value of it and kept the display for an indefinite length of time.

In the case of the lithograph, care should be exercised that it does not become dust-laden, shabby or torn.

#### IN A HABERDASHERY

I walked into a haberdasher's the other day in one of the best spots in New York City—between Thirty-fourth and Forty-second Streets. This is considered the highest-priced place to do business in the world, and rents there are figured by the foot. I know that the haberdashery people like Cluett, Peabody & Co. and Geo. P. Ide & Co. are national advertisers. I also know that the Seal-packerchief people and the manufacturers of Onyx Hosiery are out to reach dealers in their line. So I said to the manager in the store:

"Mr. Stewart, do these manufacturers who sell you send you literature and display material?"

"Yes," he answered, "we get quite a bit of it."

"What do you do with it?" I queried.

"Oh, we throw it out in a heap in the backyard. Once in a while we may use a small sign, but on the whole we have no room for their stuff. Look around my store." Pointing to an ad, he said, "You see a Cluett, Peabody ad hanging up there, but that is the only one I have, and the reason for its being there is that I want to cover up that space on the wall. But we never use the literature that is sent us for the counter and the window. We can use our own merchandise and display it so that it will attract attention. Besides, you know that Cluett, Peabody and the Onyx people are constantly advertising, and we do not think it necessary to make a window display of their signs to attract people, because they are fully familiar with their lines. From my observations I have learned that nearly all men like a particular brand of collar, etc., and know where to come for it and they know that nearly every haberdashery store carries those lines. For instance, here is my line of collars," Mr. Stewart said, pointing to one side of the store. "You see it occupies one-quarter of my store—collars alone. The customer comes in for any brand of shirt or any brand of collar he has seen advertised and knows he can get it."

As we were talking, a gentleman came into the store. "Here is Mr. Baker, the salesman for the Cluett-Peabody shirt." Mr. Stewart introduced Mr. Baker and said:

"Mr. Baker, in your visits about town, do you find much of the display material which the manufacturer sends out to the dealer displayed in the haberdashery stores?"

"No, very little. You will find it used in the cheap class of stores, but you will never find it displayed in the high-class specialty shops."

#### DEMAND STRONG AMONG GROCERS

In the grocery line you will find conditions different. Very few manufacturers appeal to the grocer's windows. This is because, as a general rule, the grocer has little room in his store and he uses his window more for placing his stock, and in the finer class of



stores the grocers display their delicacies in the window. However, when I was going through the New England States, I remember that in the small towns, where the grocery was the general store, I saw some mighty fine displays put out by the Cream of Wheat Company and the National Biscuit Company. Of course, these stores were large and contained several windows. But take the average grocery store in New York, which is small; yet the dealer must carry a complete line of goods. Every bit of space is held at a premium, and the dealer is very reluctant to give up any of it.

The Heinz people appeal to the dealer through window display, and they send a man to install it. I was talking to a grocer the other day and asked him whether he had ever had a Heinz display.

"Yes," he answered, "but I took it out. They did not put it in to suit me and I did not think there was anything wonderful about the display. I put a crate of oranges

and other fruits in the window in its place and it looked much better."

Now here was a chance for a manufacturer to make a "killing," for the particular store which I have in mind is on a busy corner, and the manufacturer did not take advantage of it by sending the proper display material and man to put it in.

### Death of Trade Journal Publisher

Henry H. Gibson, president of the Hardwood Company of Chicago, and editor and manager of the *Hardwood Record*, died suddenly March 25. Mr. Gibson was 59 years old. He was with the *Timberman*, which afterwards became the *American Lumberman*, until January 1, 1905, when he took control of the *Hardwood Record*.

### J. B. Hazen With Hoyt

J. B. Hazen has joined the Charles W. Hoyt Advertising Agency, New York. Mr. Hazen was recently with the Gagnier Advertising Service in Montreal, and was at one time with Frederick Stearns & Co., Detroit.

## O. C. HARN

says:

*Adv. Mgr., National Lead Co.*

"One source of my pleasure in the '*Atlantic*' is the feeling that it is serious without being heavy. For me it stands somewhere between the lighter type of magazine and the heavy review. It is meaty without being dry and it is entertaining without being frothy."

The cash advertising in the  
April, 1914 *Atlantic Monthly*  
was 52% greater than April, 1913





## Competitive Tactics of Chain-Stores

Description of Their Operations by Retailers Testifying Before Congressional Committee—Boston the Center of Strife—How Riker's Goes to Work to Establish a Store

"THIS Riker-Hegeman combination buys goods cheaper than we can, on the same grounds and for the same reason that a big shipper gets a lower rate than a little shipper. We want to stop this secret rebating." Here you have one of the indictments of the small retailer against the chain-store. The other leading indictment has to do with cut prices—"The chain drug stores match up proprietary articles that are advertised at cut rates with articles of their own make, on which they make a big profit, and for which they get the full price."

COMPARES UNITED CIGAR STORES WITH STANDARD OIL COMPANY

C. F. Nixon, a retail druggist of Leominster, Mass., near Boston, is quoted in both of the above statements. He is one of a number of retail merchants who have given testimony during the past few weeks before the Congressional committees which have been conducting hearings at Washington and the sentiments he voices are typical of a rising chorus of protest from the small retailers against the chain-stores and particularly the chain drug stores that find their fullest development in New York and New England. Indeed, it is not too much to say that the records of this year's Congressional hearings will show that the complaints on the part of merchants in the small towns of the Middle West against the big mail-order houses are equalled in energy and bitterness by the denunciations of chain-stores voiced by retailers in the urban districts where this new form of competition has become a factor.

"The United Cigar Stores," declares Pharmacist Nixon, "are es-

tablishing a monopoly throughout the United States on exactly the same lines as did the Standard Oil Company, by the ruinous cutting of price on established goods. What is the condition of our cigar business? Ten years ago we had cigar stores all through Boston. To-day there is not a cigar store, to my knowledge, except in the very outskirts of Boston, except the United Cigar Stores. Why? Because the United Stores came in there and cut the price on every recognized cigar to a price where there was absolutely no profit. These cigars are kept under the counter; kept in a dry unsalable condition by these stores. People will not buy them in that condition and then they sell them goods of their own make on which they make a good profit. They certainly make a profit, because the returns show that they pay a dividend of 20 per cent.

"Independent druggists are fighting for an existence. The same condition is taking place in the drug trade that has taken place in the cigar trade. Go through the business streets of Boston and you will find but very few drug stores in the trade district anywhere, except the chain-stores. We believe the time to stop a monopoly is before it is complete. It is being established. Retail drug stores are being driven out of business by every practical means. They come to my place and put a man in front of my store; if I am doing a successful business they count my customers, and if I am doing business enough they go to my landlord and say, 'What is the rent for this place?'

GROWTH OF RIKER-HEGEMAN

"The Riker-Hegeman people are opening stores in every town in Massachusetts of a population of 30,000 or 40,000 and are driving other drug stores into bankruptcy or where they simply live. There are 94 of these stores, in New England and New York principally. Their intent is to cover the whole United States. They are doing at present a business of \$17,000,000 a year, which makes an

# THE NATIONAL CALENDAR



Patented  
Nov. 30, 1909  
Made in Five  
Sizes

Sizes: 14 x 23  
12 x 19 9 x 14  
7 1/4 x 12 5 x 8

Manufactured only by

**MATT PARROTT & SONS COMPANY**

**WATERLOO, IOWA, U.S.A.**

A. J. McDADE, General Sales Agent

**New York Office, 719 New York World Building**

The Na-tion-al with pleasing grace  
Shows worthy name in distant place,  
And leads the way to wealth and fame  
For those who wisely play the game.

The National can be made to show thirty-one educational and distinctly different advertisements, similar to above, on the date cards as shown in the illustration at the top of this page, in type large enough to be easily read at distance from 20 to 40 feet.

The National is the calendar of character. It will not represent a business which is not at once clean, useful and honorable, and will not be permitted to advertise any business that encourages immorality, dissipation or idleness.

Ask for special literature. Costs only the postage. Write for it to-day.

# June Baby Number



Nothing but babies!

In

Fiction  
Verse  
Music  
Illustrations  
Articles  
Fashions  
Fancy-Work  
Cookery  
Games  
Sanitation  
Jokes  
Hygiene  
Editorials  
Decorations



THE HOUSEWIFE  
30 Irving Place  
NEW YORK



FORMS CLOSE IN A WEEK!

average of \$180,000 per store annual retail sales. Now, the average business of retail drug stores is from \$15,000 to \$25,000 a year.

"I want to cite one instance in a single city of the methods that are employed. In the city of Lowell, Mass., the Riker-Hegeman people went in and found a store that had been long established; father and son had probably been in business for 50 or 60 years; it was the largest drug business in Lowell. The Riker-Jaynes people went to the owner of the building and leased the drug store from under him. The owner of the building did not give his old customer an opportunity to meet the advance in rent, and he was obliged to move out of the building on a month's notice onto a side street. His business was practically ruined.

## CHAIN-STORE'S COMPETITIVE PRACTICES

"What did they do in Lowell? They advertised cut prices. The ordinary wholesale prices of proprietary goods as they come into the drug store are practically from eight dollars to nine dollars per dozen. It costs 25 to 30 per cent in any retail business to do business. They advertised these goods that cost eight dollars to nine dollars per dozen at 49 and 59 cents, and they advertised, not in the city of Lowell alone, but within a radius of 40 miles to bring people to that store. I have quoted the prices they use when they open these drug stores. Here are some prices they are advertising at the present time—articles on the basis of perhaps 79 cents. You see, they are gradually going up. They started at 49 cents to appeal to the people. Now they have got them up to 79 cents on the great majority of dollar articles. Here is an article—Jayne's Balsam Fir—that is one of their substitute products. It is a cough remedy, priced at 50 cents and one dollar, and they charge the full price. They are not doing business for philanthropy. They are using well-known articles to kill off us small dealers in the country and in the cities, and selling sub-

stitutes at full prices. They get better prices for other goods than we can. Go into these same stores in Boston, look at their water-bottles and rubber syringes, and all that sort of thing, and you will find those bottles that we are selling for \$1.50 apiece marked \$1.98."

John J. Forest, of Lawrence, Mass., has sent to Washington a letter describing in detail the policy of the chain-store operators in his section. He says: "When they first opened up they sold cigars at retail for less than we could buy at wholesale, also patent medicines and articles that the public knew the price of. Every week they inaugurated sales and we found that on the articles such as rubber goods, where no regular stamp was on the article, that their price was a great deal higher than ours, but on rubber goods that the retail price was printed on they would sell at cost or below cost to us, and in their ads they would mention the fact that no goods would be sold to retail druggists. Many of the druggists would send their friends to purchase the articles for them, when they could buy for less than the wholesaler would charge.

#### UP GO PRICES

"Now that they have established a trade we have noticed that they are getting prices on many articles better than us. You are no doubt familiar with the one-cent sale, where they charge 25 cents for a patent medicine and for one cent they will sell you another bottle, or in other words, for 26 cents you can purchase two of a 25-cent article. We cannot meet their prices. Wholesalers tell us that they cannot buy articles in many cases from the manufacturers at the prices the chain-stores retail them for. I personally have arrived at the conclusion that, they being large distributors, are favored by the manufacturers by receiving larger discounts than the wholesalers are allowed. The chain-stores also have a method of leasing out drug stores to get rid of a competitor, as per their action in Haverhill in leasing out Mr. Norton and subletting the store for a meat market."

## June Baby Number



Nothing but babies!



Clara M. Burd's cover.  
Franklin Booth's decorations.



500 photographs of subscribers' children as ornaments.



Every advertisement placed in a strategic position.



Beautiful descriptive booklet on request.



THE HOUSEWIFE  
30 Irving Place  
NEW YORK



FORMS CLOSE IN A WEEK!

# Service that Interests Canadian Advertisers!



## A PARTIAL LIST OF PLATES WE MAKE:

Studebaker Automobiles  
 Packard Automobiles  
 Tillson's Oats  
 Gold Dust  
 Coca-Cola  
 Schlitz Milwaukee Lager  
 Cuticura Soap  
 Baker's Cocoa  
 Fleischman Yeast  
 Beecham's Pills  
 Economy Dry Goods  
 Sherwin, Williams Paints  
 Beaver Board  
 De Laval Separators  
 Hudson Automobiles  
 Lowney's Chocolates  
 Rainbow Flour  
 Fairy Soap  
 Anheuser-Busch, Original  
 "Budweiser" Lager  
 Armour Products  
 Campbell's Soups  
 Yale & Towne Locks  
 Regal Shoes  
 Stetson Hats  
 Grand Trunk Railway  
 Brandram Henderson Paints  
 Male Attire  
 Flit-Kite  
 Jap-a-Jac  
 Semi-Ready  
 Fashion Craft  
 C. M. & St. P. Ry.  
 Bowker's Fertilizers

The time and worry involved in passing plates through Customs will be saved you if you send the pattern plates for your Canadian papers to us and have your electros made in the modern Canadian plant.

Prompt delivery is guaranteed on all orders.

You will save the duty—3 cents a column-inch on electros—a big item on a big campaign.

We will be pleased to quote prices and send particulars regarding our service to United States advertisers.

## Rapid Electrotypes Company of Canada

**Electrotypes**

**Stereotypes**

**Matrices**

**MONTREAL**

**CANADA**

J. Leyden White writes: "In the early days, at least, the United Cigar Stores Company had and may yet have, a dummy real estate company. With this company the custom was, possibly still is, to have the real estate owner approached by a representative of the seeming separate real estate company and propose the making of a lease by the trust, under which the said trust would agree to at least put a new front in the building, and oftentimes do much more. Having thus secured a long lease at little more than a fair ground rental, presumably for its own occupancy, the trust would reconstruct, but where there had been but one store-room it would make two or more, occupy only a very small room itself and rent the others for more than a good interest on all rentals, reconstruction expenses and every other calculable item. Furthermore, the owner of the real estate would oftentimes bind himself to have the supposedly independent agent, but who was really an employee of the trust, collect all his rents, place his insurance and in other ways secure a commission on all things for all the life of the lease."

A. F. Ryder, of Lawrence, Mass., has submitted evidence detailing how the above-mentioned real estate plan worked out in his case—necessitating the erection by him of a brick building (which reverts to the owners of the property at the expiration of the lease) in order to enable him to secure a renewal of the lease of the store property which he had occupied for thirty years.

#### BOSTON AS A HOT-BED OF CONFLICT

"My store is right in the hot-bed of the chain-store proposition in Boston," said James F. Finneran in explaining to Congressmen his intimate knowledge of this particular form of business rivalry. "We are selling to-day, in order to meet competition in Boston, articles which cost us eight dollars a dozen at the regular jobbing price. That is what the small man is compelled to pay because he cannot buy in large quantities. Now, we are selling

some of these articles at 59 cents which cost us 66 $\frac{2}{3}$  cents. We are selling any number of articles along that same general proposition, and articles which are listed at \$1.75 a dozen we are selling at 11 cents."

Mr. Finneran thinks that much might be accomplished to correct existing evils through a governmental trade commission, which would compel each manufacturer to register his price. Said he: "The great trouble to-day is that all sorts of secret rebating is going on. I myself have a good-sized drug store and I know, in talking with my brothers in the drug business, that I get rebates that they do not get. That is not fair."

Fear of the lengths to which the chain-store systems will ultimately go in their merchandising enterprises has been expressed by many of the small retailers who have given their views in Washington during the past few weeks. As Mr. Nixon put it: "At the present time the chain-store proposition seems to be confined to cigars, drugs, etc. I might say, however, that it already goes into other lines in this way; these chain drug stores are practically developing into department stores. They carry large lines of bathroom material and all sorts of things that you would find in an ordinary department store. In very many of these stores you will find the drug department occupying, perhaps, one-tenth of the space and these proprietary goods are simply used as a bait to draw the public there.

"When we sell an article for a dollar and one of the chain drug stores sells it for 49 cents, the public believes that the chain drug store is making a profit when it is selling below cost. I live 18 miles from one of those stores and in 10 years the percentage of my line of proprietary goods has dropped from 45 per cent to seven per cent. The normal price for tooth preparations is from \$1.75 to two dollars a dozen. It seems to me rather hard to meet the competition of 12 cents a box. We feel that under present conditions monopolies are be-

ing formed through the chain-stores, which will drive us out of business. We submit that a retail monopoly is in process of making by ruinous cutting of prices of trade-marked, copyrighted and patented goods having an advertised price, that 94 chain drug stores of one corporation, 49 of another and innumerable cigar stores are now operated on this basis."

#### DIRECTORS FOUND TO BE CLERKS

Alonzo H. Stewart, counsel for the National Association of Retail Druggists, recently made to the Committee on Judiciary a statement in which he says: "The combination of the Riker-Hegeman chain of drug stores with the United Cigar Stores which was, and some people think still is, a part of the Tobacco Trust came after the bitterest kind of a cut-price war in certain trade-marked brands of cigarettes and similar articles. It was reported that the United Cigar Stores Company had purchased the majority of the stock of the Riker-Hegeman Company. Inquiry made of the Secretary of State of Delaware discloses that a holding company was organized to control stock of the Riker-Hegeman Company. Information has been furnished me showing something of the personnel of the officers and directors. William J. Maloney, the president, is an officer of the Corporation Trust Company of America, which company incorporated this holding company. Julian Wattley, treasurer of the company is a young man between 22 and 25 years of age; is a bookkeeper or office man on salary. Charles H. Dubois, director, is a bookkeeper or office man on salary. Herbert S. Collins, director, is a man about 40 years of age; is a retail chain-store specialist, protégé of George Whelan, president of United Cigar Stores Company. Formerly lived in Syracuse, N. Y., where followed tobacco business for years. Sidney S. Whelan, director, is a boy about 21, son of George Whelan. Frederick L. Becton, director, is a bookkeeper or office man on salary.

## United Cigar Stores Move in Coupon Fight

THE possibility of adverse coupon legislation has caused the United Cigar Stores Company to form a separate corporation to handle its premium-giving department.

The common stock of the new coupon company will be distributed share for share to stockholders of the United Cigar Stores Company, the consideration being one dollar a share; 321,000 shares will be issued. This stock, however, will have no par value. W. T. Posey, vice-president of the United Cigar Stores Company, will be president of the new concern, which will sell coupons to the United Cigar Stores, the Riker-Hegeman Drug Stores and any other concern which might wish to take advantage of its coupon service.

In speaking of the move a director of the United Cigar Stores Company said to **PRINTERS' INK**: "While there are several other reasons for the divorcing of the premium end of the business, I will not deny that one object was the influence it might have on legislation pending in Washington. We contend that the present bill is a form of class legislation which is unjust. What is good for one should apply to all, and if it is wrong to pack coupons in tobacco, it is also wrong to pack them with soap, drugs or soup. The issue is, Are coupons right or wrong? and the class element is a side-issue. Our action then should bring home to the legislators this truth, for by giving the same coupons in our tobaccos as are given with drugs and a hundred other products the whole situation becomes altered."

#### Uncle Sam in Paint Ads

The Sherwin-Williams Company, Cleveland, is making rather novel use of a hackneyed figure in its spring "brighten-up" campaign. Uncle Sam is shown in the act of getting into overalls and jumper, with a can of paint at his feet. The copy announces that stores selling Sherwin-Williams paint can be identified by a display of the Uncle Sam poster.



# To Advertisers and Agencies

On March 20th, the World-Herald decided to henceforth close its columns to all objectionable and undesirable advertising, medical or otherwise.

This was the final step in a clean-up movement started last September.

Some advertising, which is under contract, and which would under our new rule be refused, will be allowed to expire this year, subject to editing.

The World-Herald has taken this initially expensive step partly because we know it will greatly enhance the value of our advertising columns for legitimate advertising.

We solicit all advertising that is clean and desirable, and offer advertisers not only selling opportunity in the best and largest advertising medium in Nebraska, with the largest city circulation in Omaha, but also offer complete co-operation in the local field.

Daily circulation 60,400; 28,700 in Greater Omaha—Rate 8c a line.

Sunday circulation 47,000 (largest in Nebraska) 24,500 in Greater Omaha—Rate 7c a line.

## The World-Herald

Omaha - Nebr.

VERREE & CONKLIN, Inc.  
Special Representatives

Brunswick Bldg.  
New York

Steger Bldg.  
Chicago

# Farm Papers Lead

in getting behind the

## Advertising Audit Association

and Bureau of Verified Circulations

At a meeting of representative farm papers held at the Sherman House, Chicago, April 1st, the following statements were made by Russell R. Whitman, Managing Director of the Organization Committee of the proposed Advertising Audit Association and Bureau of Verified Circulation:

"Now that nearly \$80,000 of the \$100,000 annual guaranteed fund has been pledged and the permanent organization at an early date assured, I think it should be a matter of pride and certainly of satisfaction to every one here that the farm press has been the leader in this important movement, and from the first has stood for the plan sincerely, honestly and vigorously."

At the same meeting Stanley Clague, President of The Clague Agency, said:

"The Advertising Audit Association and Bureau of Verified Circulation is a success, a greater success than some of us first imagined it could be. You farm publishers ought to feel proud that in proportion to your number you have done more than any other branch of the Publishing world to secure this result."

The f  
Au

Nebrask  
Oklahom  
Wiscons  
Michiga  
The Fa  
The Fa  
Ohio F  
Kansas  
Pennsyl  
Farm I  
Northw  
Farm, S  
Breeder  
Better  
Farm J  
Wallace  
Fruit G  
Indiana  
Farmer  
Progres  
Missour  
Farmer  
Nebrask  
Missour  
Oklahom  
Missour  
Orange  
Farm &  
Dakota  
The Fa  
Journal  
Farmer  
Farm P  
Southern  
The Gl  
Farm I  
Green's  
Inland  
Kimball  
Prairie  
Successf

**The following farm papers have subscribed to the Advertising  
Audit Association and Bureau of Verified Circulations:**

Nebraska Farmer.....	Lincoln, Nebr.
Oklahoma Farm Journal.....	Oklahoma City, Okla.
Wisconsin Agriculturist.....	Racine, Wis.
Michigan Farmer.....	Detroit, Mich.
The Farmer's Wife.....	St. Paul, Minn.
The Farmer.....	St. Paul, Minn.
Ohio Farmer.....	Cleveland, O.
Kansas Farmer.....	Topeka, Kansas
Pennsylvania Farmer.....	Philadelphia, Pa.
Farm Life.....	Chicago, Ill.
Northwestern Agriculturist.....	Minneapolis, Minn.
Farm, Stock & Home.....	Minneapolis, Minn.
Breeders Gazette.....	Chicago, Ill.
Better Farming.....	Chicago, Ill.
Farm Journal.....	Philadelphia, Pa.
Wallaces' Farmer.....	Des Moines, Iowa
Fruit Grower & Farmer.....	St. Joseph, Mo.
Indiana Farmer.....	Indianapolis, Ind.
Farmer & Breeder.....	Sioux City, Iowa
Progressive Farmer.....	Birmingham, Ala.
Missouri Valley Farmer.....	Topeka, Kansas
Farmer's Mail & Breeze.....	Topeka, Kansas
Nebraska Farm Journal.....	Omaha, Nebr.
Missouri Ruralist.....	St. Louis, Mo.
Oklahoma Farmer.....	Oklahoma City, Okla.
Missouri Farmer.....	Columbia, Mo.
Orange Judd Weeklies.....	New York City, N. Y.
Farm & Home.....	Springfield, Mass.
Dakota Farmer.....	Aberdeen, S. D.
The Farmer's Review.....	Chicago, Ill.
Journal of Agricultural & Star Farmer.....	St. Louis, Mo.
Farmer Stockman.....	Oklahoma City, Okla.
Farm Progress.....	St. Louis, Mo.
Southern Ruralist.....	Atlanta, Ga.
The Gleaner.....	Detroit, Mich.
Farm Engineering.....	Springfield, O.
Green's Fruit Grower.....	Rochester, N. Y.
Inland Farmer.....	Louisville, Ky.
Kimball's Dairy Farmer.....	Waterloo, Ia.
Prairie Farmer.....	Chicago
Successful Farming.....	Des Moines, Ia.

# CO-OPERATION COMPETENCY ORGANIZATION

## EXPERIENCE AND UNUSUAL SERVICE

have built our business to its present proportions. Have you any printing problems in mind? Call or phone 4090 Chelsea, or we will send a representative. ¶ We insert here a few quotations from "A Feather in Our Cap." While you think of it send for a copy NOW.

"I cannot give you any stronger commendation than to say that for the brief period of a few months we were wooed away by the attractiveness of another printer's price, but we soon found the error of our ways and we are glad to get back with the printer upon whom we know we can depend at all times."

"There may be several concerns in the front rank besides The Charles Francis Press, but I do not recall their names at the moment."

"We doubt if there is another printing establishment in New York City that could render as satisfactory service."

"I should certainly feel that you had not been well paid for this work, if I had not sent you this acknowledgment because good printing requires something more than money by way of compensation."

"Everything that you have done for us has been very satisfactory, and we feel sure that anyone who needs anything in your line can count on getting an attractive and satisfactory job."

"Only the best work fills our requirements, and in this connection I am pleased to tell you that what you have already done for us has been most satisfactory."

## CHARLES FRANCIS PRESS SERVICE

FRANCIS PRESS BUILDING  
WEST 13th STREET, NEW YORK

## Impersonal Letters That "Play Safe"

The "You" Appeal Is Easily Overdone—Sidestepping the Danger of Challenging the Reader—Wording the Letter so as to Make It Ring True—Specimens That Have Hit the Mark

By Cameron McPherson

THERE is one big danger in making a letter personal, which you do when the thought is centered around the pronoun "you," and that is you challenge the reader. You put an argument in his mind, making the task of convincing the harder. No good salesman does this. If you will observe an experienced salesman in action you will perhaps notice how careful he is to avoid any suggestion of argument. Make a statement that must be contradicted to clear the track to Orderville, and if he is wise he'll shrug his shoulders and begin to tell you a story about some one else who was in your position, bought his goods and lived happily ever after. But he won't contradict you in a way that gives you a chance to come back at him. Not if he knows anything about salesmanship. Nor will he use language that will put him in the critic's rôle passing judgment on your business methods.

### USE OF PARALLEL CASES

About the easiest way to avoid challenging the reader in a letter is to talk in "parallel cases." They may be either specific or general, so long as they are parallel. It is human nature to apply things we hear or read about to ourselves, "taking things personally" it is often called. A reader of **PRINTERS' INK** for instance, reads a story of how the National Biscuit Company furnishes its salesmen with conversation, with an eye to how this advertiser's methods differ from his, and how he can use the same idea in his business. The thought, "Does this apply to me?" is always in the back of his head. So it is with everything. We are

interested in the experiences of others because they are comparable with our own, or because they hold a moral for us.

This attitude of mind gives the advertising man a means of approach from which is missing the sting of personal censure or criticism to be found in the direct personal appeal in circular letter-writing. And, moreover, it paves the way for a letter of facts which might be difficult, if not impossible, otherwise.

### A "YOU-LESS" LETTER THAT PULLED

To illustrate how the impersonal appeal has the advantage in handling delicate subjects let us consider a letter sent out last fall by the Chamber of Commerce of Mount Vernon, N. Y. This letter was written to interest city folk in country life. To do this something unpleasant had to be said about city life to show the contrast. To do this meant laying the letter open to challenge. To suggest directly that the recipient showed poor judgment in living in the city was dangerous. Quite naturally he would resent such an attitude. His views and the writer's might differ materially. He might have possibly lived in the country and moved back to the city in disgust. It was essential that the letter be written so as to avoid the personal challenge. It must play safe.

So an impersonal letter in which "you" was conspicuous by its absence was used, and we have Secretary S. T. Braman's word for it that it was one of the most effective letters the Chamber of Commerce ever sent out. It follows:

Dear Sir:

Life in the suburbs to some is a joke, to others a joy.

The former class consists, first, of those who have never lived outside of the walls of an apartment house; second, of those who may have visited friends in some Lonesomehurst-by-the-Sea; and third, of those who, lured by an attractive real estate prospectus, have been induced, for a season, to aid in making profitable some promoter's development.

The second class is made up of those who reside in a high-grade, convenient and well-established place of residence, such as Mount Vernon.

Nobody has to take our word for it.

Ask the man who lives here. He himself came originally from the greater city, no doubt, with many misgivings as to the result of what he called an "experiment." That was many years ago. He is here yet. He couldn't be induced to go back.

Perhaps he had children. No place better than Mount Vernon for the "kiddies." Fine schools, safe places to romp and grow strong, a healthy environment—these are what a high-grade suburb offers for the children.

He grew up in the country himself and he early determined that his boy and girl should have the same privileges as he enjoyed.

Or, perchance, being city born and bred, he early decided that his children should have the advantages which he as a boy missed, even though it might mean some personal sacrifice to himself.

So here he is. He is an integral part of the community. He is *somebody* here, knows all his neighbors, in the summer meets a lot of good fellows at the Country Club and has a lot more real fun in a month than his city friends have in a year and at very much less expense.

When he thinks of that "sacrifice business" he calls himself an old hypocrite.

He compares notes with some of his friends who live "up town" and travel, to and fro, in crowded subway trains twice a day and he finds that he gets home as quickly as do they and with far more comfort.

And when he gets home at night and compares his residence with spacious rooms, its veranda and its lawn, with the "fifth floor left," which his friend calls "home," he becomes a missionary at once to his friends among the "cliff dwellers."

Life in a suburb, such as Mount Vernon, is a joy.

The Chamber of Commerce is at your service.

The first thought that comes to one reading this letter is: "Which of these classifications do I come in?" Right away he takes it personally, and having satisfied himself to which group he belongs he reads through to find out what the writer has to say about it.

#### PLAYING SAFE WITH THE DEALER

It is an open question whether a big percentage of the letters sent by advertisers to dealers do not lose effectiveness through an overdose of "you." A bad thing about this "you-ing" a man is that you have to talk generalities to make the appeal hit the mob you are addressing. Unless you are writing a personal letter you can't take a chance by getting too close to a dealer's proposition for fear of shooting over the heads of others.

Now, generalities are poor sales arguments. It is pretty hard to beat the good old reliable concrete instance to make your statements ring true. Imagine a dealer picking up a letter starting out:

"Our salesman advises us that you claim you cannot sell our line because it is too high-class for your trade—now we want you to consider for a moment our reasons why you can," or words to that effect. Perhaps no salesman ever called on him at all. Salesmen have been known to make "mistakes" in sending in reports. Suppose one did. Such an approach would only recall the reasons he had for turning down the salesman, and there is no sense putting unnecessary obstacles in one's way. It is not playing safe. Anyhow, it is a question if the generalities of a form-letter could be given the personal pointedness necessary to change the average dealer's opinion. Then, besides, the very tone of the opening paragraph invites antagonism.

#### A LETTER THAT IS DIPLOMATIC AND WHAT IT DOES

How much more diplomatic and tactful is the letter used by the York Silk Manufacturing Company, of York, Pa. No effort is made to recall past defeats; no reference to letters unanswered—the letter is put on its own feet from the opening paragraph, and is so worded that no matter how complicated the dealer may imagine his own problems to be; or how little he may think the manufacturer knows about his business; it is equally effective. The care in avoiding "you" in this letter is most noticeable—where it is used it stands out and means much. Read it and see:

Dear Sir:

Four years ago a retailer in a large Eastern city said he couldn't sell high-grade black silks.

People wouldn't pay the prices.

We asked him to try.

We worked together.

First year he purchased \$350.52 worth of these silks.

Second year he purchased \$1,378.47 worth.

Third year he purchased \$3,985.01 worth.

Fourth year (to December 1), \$7,444.81 worth.

But that's in a large city.

Let us show you what we are helping merchants in small towns to do.

One firm in a town of 5,000 in Western Ohio took up the same line in 1904. Their net purchase was one piece costing \$58.85 net.

First year they purchased \$275.84 worth.

Second year they purchased \$532.85 worth.

Last year (to December 1), \$1,367.17 worth.

\* \* \* \* \*

Merchants in other towns do just as well.

Last year a firm in a town of Missouri, population 1,000, bought a trial order in February. To December 1 they have already purchased \$342.65 worth.

These few instances are a few just to give an idea of the growth of the silk department sales where the merchant takes up the line and co-operates with us to push it.

While we prefer the laying in of a full line at the start we do not insist on your doing so.

Most merchants in small towns start with a piece of the 34-inch taffeta at \$1.22, or the 27-inch piece of taffeta at \$1.05.

Shall we send you a piece?

And this letter rings true because it is founded and built on fact. It will be read eagerly because it has to do with the expe-

riences of dealers in the same "boat" as the one who opens it. And notice the construction of this letter. Take out a pencil and jot down the points brought out—you will find it is loaded with them. That is a mighty good way to test a letter.

In concluding I want to point out another place where impersonal letters will win out. That is in cases where it might prove beneficial to put yourself into a class with the reader. This is an old trick in editorial writing and in political speaking; it has its advertising advantages as well. A "you" changed to a "we"; a "yours" written "ours" carries with it a feeling of comradeship that has a friendly handclasp. It is sometimes wise to step off the pedestal that one sets up for himself when "you-ing" the crowds; to throw off that "holier-than-thou" attitude and show the prospect that you are in the same "boat" with him, and anything distasteful that might be said applies to "us," not "you."

## **Dinky Details Disgust**

## **Almost Every Agency**

Let's say, for instance, that your perfectly good publicity or mail-order client wants

to run a Classified ad in a list of leading newspapers.

What kind of a crimp does that put into your regular routine to serve him efficiently? How much time does your rate man take (at so much per hour) to even get ready to begin to commence to prepare the intricate quotation? Not considering the time devoted by other clerks in getting out the orders? (Time taken from more important work.)

You can rid yourself of the dinky details and breathe easily by putting your newspaper Classified ad problems up to us. Furthermore, you realize *actual profit* in our commission proposition. Write today for details. Bulletin 130 and testimonials free to all.

Classified Dept.

**THE ARKENBERG-MACHEN CO.**  
234-36 Nasby Building, Toledo, Ohio

*This Agency is recognized by the A. N. P. A. and Quoin Club.*



## Pelletier Resigns from Maxwell

Following a change of advertising policy and agents, E. LeRoy Pelletier is reported to have tendered his resignation as advertising manager of the Maxwell Motor Company, of Detroit; a report which has just been confirmed by the Van Cleve Co., now handling the Maxwell account.

It is generally understood in Detroit that the decision of the board of directors to control the Maxwell advertising policy from New York, and Mr. Pelletier's refusal to act under those conditions, led up to his resignation, which, it is said, will take effect June 1. Another reason understood to be behind the resignation is the recent action of the company in changing from the Campbell-Ewald Agency of Detroit to the Van Cleve Co., of New York.

Mr. Pelletier has not as yet made any announcement of his future plans, but it is said that he is considering several offers.

## Kansas City Club Pushing Statute

On April 7 the Kansas City Ad Club held a ladies' day, the wives of the members, and women in the advertising business, being guests. Among the attractions scheduled were selections from the opera "Mlle. Juliette." This opera will be presented to the public on April 30, May 1 and 2. The proceeds from the public performances will be used for expenses in connection with the campaign to have the PRINTERS' INK Model Statute enacted as a city ordinance in Kansas City.

Julius Schneider, of the Chicago *Tribune*, will be the speaker at the club luncheon on April 15.

## Is This Slogan Worth the Money?

Recently the Chamber of Commerce of Atlantic City, N. J., offered to pay \$25 for the best slogan for that resort. More than 2,000 slogans were sent in by persons in more than 100 cities and towns throughout the country.

The prize was awarded last week to Leon S. Rubens, a resident of Atlantic City, who was formerly in the American consular service and also secretary of the United States Commission to the Paris Exposition.

The winning slogan was "Atlantic City All the Time," and as submitted appears upon the face of a clock, with the letters forming Atlantic City taking the place of numerals, and the names of the months surrounding the dial.

## Frank & Co. Open Atlantic City Branch

Albert Frank & Co. have opened offices in Atlantic City, N. J., in the Humphrys Building, which branch will be managed by George F. Goldsmith, who also is in charge of the Philadelphia office. John B. Carr will be associate manager of the Atlantic City office.

## New Orleans Papers Consolidate

Negotiations for the merger of the New Orleans *Picayune* and *Times-Democrat*, which have been under way for several months, will probably be consummated this week; at least this is the opinion of Charles H. Eddy, the New York representative of the *Picayune*. The *Picayune* has been published continuously for 78 years, and has been in the hands of the Nicholson family for almost half a century. The *Times-Democrat* is also one of the oldest papers in New Orleans. It is understood that the name of the consolidated papers will be the *Times-Picayune*, and D. D. Moore, the present general manager of the *Times-Democrat*, will manage the property.

## First Case Under Wisconsin Advertising Law

The Merchants' and Manufacturers' Association of Milwaukee is complainant in a case brought under the Wisconsin fraudulent advertising law against the Federal Creditors' Company, which is charged with offering for sale "all-wool" sweaters which contained no wool whatever. The case was investigated by A. M. Candes, chairman of the Vigilance Committee of the Milwaukee Advertisers' Club, and reported to the Merchants' and Manufacturers' Association, which brought the suit.

## "Ragtime English" Criticised

The St. Louis Ad Men heard Percival Chubb, head of the Ethical Culture Society of St. Louis, discuss "Ragtime English" and other advertising English, March 31. He said that the English of the average ad of to-day is superior to that of the average popular magazine. He criticised Theodore Roosevelt for mixing his "shalls" with "wills." He showed how "We will move to our new location," etc., is the commonest error in ad copy. It should always be "shall"—"will" meaning the determination to move only.

## Ray Advertising Manager of Columbia Graphophone

The Columbia Graphophone Company has appointed H. B. Ray advertising manager, succeeding George P. Metzger, now of Hanff-Metzger, Inc., advertising agents, New York. Mr. Ray has had considerable experience with the company, having been a factory executive and purchasing agent. Three years ago he was transferred to the executive offices in New York and made assistant advertising manager.

## McKenney Joins Federal Motor Truck

M. E. McKenney has resigned as advertising manager of the Geuder, Paeschke & Frey Company, of Milwaukee, and is now assistant sales manager of the Federal Motor Truck Company, of Detroit.

## Lewis Explains Burroughs' Methods

In an Address Before New York Ad Club He Tells the Secret of His Company's Advertising Success—President of Royal Typewriter Speaks—Slate of New Officers

**HARRY TIPPER**, advertising manager of the Texas Company, president; **O. C. Harn**, advertising manager of the National Lead Company, vice-president. Those men will probably head the Ad Men's League of New York during the season of 1914-15. Their names were submitted by the nominating committee at the meeting of the league held in the Aldine Club on Friday evening, April 2. The list of officers which will be voted upon at the May meeting is completed by **F. A. Dibble**, of the Harris-Dibble Company, secretary, and **David D. Lee**, publisher's representative, treasurer.

Those who will become chairmen of the league's committees and serve with the officers as a board of directors are the following: Membership, **Lewellyn E. Pratt**, of the Passaic Metal Ware Company; Finance, **Harry D. Robbins**, of **N. W. Halsey & Co.**; Entertainment, **F. L. E. Gauss**, of the Leslie-Judge Company; Educational, **Mason Brittain**, of the Hill Publishing Company; Vigilance, **William H. Ingersoll**, of **Robert H. Ingersoll & Bro.**; Greater New York, **Manly M. Gillam**, of the Gillam Advertising Service; Publicity and Printing, **John Clyde Oswald**, of the *American Printer*.

Officers of the league for the 1913-14 season are: President, **William H. Ingersoll**; vice-president, **George C. Hubbs**; secretary (recently resigned), **R. S. Scarborough**, advertising manager of the New York Telephone Company; treasurer, **William Rea**, of the **H. B. Claflin Company**.

**E. St. Elmo Lewis**, advertising manager of the Burroughs Adding Machine Company, Detroit, was scheduled for the principal ad-

dress at the April 2 meeting. He was also booked to talk to the class of business administration at New York University. While this last-mentioned date detained Mr. Lewis, **George E. Smith**, president of the Royal Typewriter Company, gave his opinions on advertising from an executive's point of view. Mr. Smith was received with enthusiasm. He said in part:

"We have 2,200 salesmen and 20 branches. I believe advertising to our own men is more effective than advertising for inquiries. I would carry on an advertising campaign if the public didn't read it. I'd advertise to our own men. I find our men get a great deal of confidence from the advertisements they see and think everyone has read.

"We sell our advertising twice. First to the board of directors. Then we turn around and sell it to our men.

"We have 20 managers in the United States and we sell our copy and schedules to each of them and ask for their opinions. And we put the campaign up to them strong at the beginning. If they are not sold on the proposition the first time, we come back at them and sell it again. We write to them, giving them the copy and tell them to see that it gets into the hands of every salesman. If the advertising is properly sold to the salesmen the resulting sales are electrical. You can see the big jump in sales when the advertising on which the salesmen have been sold comes out and the magazines or newspapers strike. You can actually feel it.

"I know that our salesmen all over the country who are sold on advertising are all keyed up. We write and tell them it is easier to sell because the ads have come out.

"Our advertising brings results. It has done so this year and we are far oversold.

"A board of directors doesn't believe in advertising because too much is usually promised for the advertising. The big part of an advertising campaign is getting ready in your own force for the stimulus that is coming.

"Your samples of Coupon Bond were duly received, and the paper is good enough to send me to the printer for a supply. I am able to write on it without converting my good fountain pen into a feather duster."

CHAS. B. HAWLEY,  
Gouverneur, N. Y.



## COUPON BOND

*Fac-simile Water-mark*

The DeLuxe Business Paper  
One of the "Eagle A" Water-  
Marked Line

If, for no other reason  
than to add to your  
knowledge of relative  
paper values—

Send for our Port-  
folio of Printed,  
Lithographed and  
Die-Stamped  
Business Forms  
on the White and  
Six attractive  
Colors of Coupon  
Bond.

AMERICAN WRITING PAPER COMPANY  
31 Main Street, Holyoke, Massachusetts

"I believe appropriations would pass boards easier if the advertising men took more pains to completely sell the advertising to them. The advertising men do enough work on the public but not enough on selling organizations.

"When you have your own sales organization, you can put enthusiasm into your sales-force that will bring results. If you back up an advertising proposition and then get ready for it in your sales organization it will have its effect.

"One question: How frankly do executives deal with their advertising men? I tell my advertising man 'there was a scrap upstairs this morning'—and I want him to come up—'our export man didn't agree with the sales manager, etc.' I believe everybody's advertising man should be taken into the confidence of the firm and not put in a little office marked 'advertising man' and left alone.

"I don't believe that the head of the company should dictate the policy. If the heads of concerns would keep their fingers off the advertising more than they do, then they would have better advertising.

"When it comes to a show-down the advertising man's vote ought to be supreme in advertising matters. In some cases it isn't. An executive who has to treat finances and a lot of other subjects can't dictate the advertising."

E. St. Elmo Lewis talked from numerous charts which he used to illustrate the organization of the Burroughs Adding Machine Company's advertising department. These charts, placed on an easel, were easily seen by all in attendance. First, photographs of the 190 Burroughs advertising employees at work were displayed and these were followed by charts showing the magazine and newspaper ads, follow-up books, booklets and form-letters, percentage of sales to the amount spent for advertising, etc. The chart showing the percentage of sales to the amount spent for advertising was unusually interesting, and was accepted by those present as being concrete evidence that the Burroughs advertising department

knows exactly what it is doing. The chart was based on sections of the selling organization in the Northwest, Southwest, Florida and Connecticut. Invariably those sales managers who accepted *all* advertising helps from the Detroit office showed the greatest amount of sales in proportion to the amount spent for advertising, while those managers who "did their own advertising" showed the greatest expenditure for advertising in proportion to the sales made. Also the men who used *all* the Burroughs advertising sold the most adding machines, and the men who looked after their own advertising sold the least in proportion to their prospects.

During the course of his talk Mr. Lewis proposed the question, "Why I am chary about employing artists?" and said: "Every salesman wants you to put the thing that is sold so it commands the space. I had for some years to play up adding machines. I took six ads in the *Saturday Evening Post* and got 231 inquiries and 51 sales. I then took our book, 'A Better Day's Profits,' put in an ad of the same size and got 3,362 inquiries out of one advertisement. From this we got 261 trials and sold 232 machines. The reason was because the point of contact was the customer's business. In the first case our copy went from *our interest to the customer, and in the second case it went from the customer to our interest.* That's the whole secret.

"Our newspaper ads are always surrounded by reading matter, second column on second page. I'd rather pay twice the rate for that position than have a page somewhere else. That is for adding machines. A short ad about adding machines will be read where big space would be passed up by the casual newspaper reader.

"I once had an assistant who was bitten with the idea that anything more than two paragraphs was no good.

"One day while getting out a folder to 20,000 names I had every man in the department write a letter. Nine men wrote—I have men in the factory and men in the inventions department, etc., write

## A rose by any other name—

You may use the old-fashioned term "Mail Order," the more comprehensive "Small Town," or sugar-coat it, to please unthinking advertisers, under the name of "Direct Return." It all means the one thing—the big stable buying power of the smaller towns and hamlets throughout the United States.

HOME LIFE does not claim circulation in the large cities; is not got up for metropolitan taste and use.

But it does prove a 900,000 family circulation in the small town field—and a "bang up" circulation at that. One that is responsive to any advertising which meets a want of the average man, woman or child.

## Home Life Publishing Co.

Barton E. Buckman, Adv. Mgr.  
Chicago, Ill.

C. W. Wilson, Eastern Mgr.  
New York, N. Y.

letters. It keeps them interested in our work—each author came in with *his* letter. None of them would do. Finally I selected four letters which I thought would do, two short ones and two long ones. Twenty thousand letters were sent out. One long one brought 6.5 per cent inquiries, the other long one brought 5 per cent, one short letter brought one-half of one per cent and the other we didn't hear of.

"In our letters we generally use pretty much the same approach. When I have something from the printer which I want a prospective buyer to read I say so and the letter starts, 'My printer has just come in with a proof I want you to see,' or a letter to dealers will say, 'I am sending this booklet to about a thousand on our list and I want you to have one, etc.' I use the first personal pronoun which is egotistical but it gets the bacon. \$1,175,000 worth of adding machines were sold to people who asked for our booklet, 'A Better Day's Work.'"

Mr. Lewis told how the present policy of the Burroughs advertising—leading from the customer's interest to the organization's—originated. He said: "We ran an ad in the *Saturday Evening Post*. It asked for the correct solution of a business problem relating to profits. We received 5,000 inquiries, only 17 per cent of which were correct. We went after those inquiries with the strongest possible approach—profits. That was only a few years ago.

"We took 70 newspaper pages and half pages and featured the book, 'A Better Day's Work.' We got 1,117 inquiries in one day's mail. That was the beginning of the Burroughs idea of customer-interest advertising. Our best advertising is written by the people who use our product."

E. Ralph Estep, with the American Bank Note Company, spoke on "Baseball and Business."

The Ivan B. Nordhem Company, Pittsburgh, Pa., is placing poster campaigns for the Buffalo Specialty Company's "Liquid Veneer" and the Ward Baking Company's Tip-Top bread.

## The Toronto Programme

Some of Those Who Will Be Present and Speak Shown by Preliminary Report—"Standard of Practice" and Choice of New National Commission to Be Among Important Actions

THE Toronto convention programme of the Associated Advertising Clubs of America, June 21 to 25, as shown by the preliminary report of the programme committee, provides ample opportunity for covering every phase of advertising activity. There are scheduled some 180-odd set addresses, besides a dozen sermons and a score of reports. The addresses are divided among three general sessions, a day and a half of departmental sessions, held by sixteen departments this year, and a "Consumers' Night," the latter being an innovation this year.

The most important action indicated by the programme will be the consideration and adoption of a "Standard of Practice" for the different departments and their constituent members. The advertising exhibit is expected to surpass even the splendid exhibit at Baltimore.

The five days of the convention are thus divided:

Sunday, June 21—Morning, sermons; afternoon, mass meeting.

Monday, June 22—Morning and afternoon, general session. Afternoon, award of trophies, consideration and adoption of new constitution.

5.45 p. m.—Motor trip.

8.30 p. m.—Moonlight excursion.

Tuesday, June 23—Morning and afternoon, departmental sessions.

5.30 p. m.—Regatta and water sports.

8.00 p. m.—Motion picture lectures.

8.00 p. m.—Departmental sessions.

Wednesday, June 24—Morning, departmental sessions.

Afternoon—General session, reports of Vigilance Committee and Educational Committee.

New York, March 30, 1914.

Mr. Publisher,  
Daily Newspaper,  
Everywhere.

Dear Sir:

The combined experience of our large soliciting force is worth the consideration of any publisher.

This experience covers every department of the advertising, publishing, and newspaper business—from office boy to head of an advertising agency; from printer's devil to publisher of a newspaper; from stenographer to owner of a special agency.

Our organization is a combination of thirteen active, aggressive advertising solicitors, constantly hustling for business, and our work consists of considerably more than merely "taking orders." Our knowledge of the details of the business as a whole is such that we do a great deal of development work, besides the co-operation extended to advertisers and agents.

We will be glad to submit our proposition to any publisher who is interested. We work on commission and do not bill or collect.

We now represent the

New York Herald	St. Louis Republic
New York Evening Telegram	New Orleans Times-Democrat
Philadelphia Telegraph	Denver Post
Buffalo Courier & Enquirer	Kansas City Post
Pittsburgh Post and Sun	Lee Newspaper Syndicate
Cincinnati Commercial Tribune	Salt Lake City Herald Republican
Chicago Evening Post	

We maintain offices in New York, Detroit, Chicago, Atlanta, Kansas City, and Des Moines. We cover the entire United States completely, promptly, and efficiently.

Yours very truly,  
CONE, LORENZEN & WOODMAN.  
New York Office: 225 Fifth Avenue.



Evening—"Consumers Night."  
Thursday, June 25—Morning,  
studying exhibits.

Afternoon—General session.

The setting aside of a definite period to study the exhibits is a commendable improvement in the programme. Many delegates, both to Dallas and Baltimore, found the exhibits among the most interesting and important features.

Among the ten or twelve preachers of lay sermons scheduled are Norman Haggood, of *Harper's Weekly*; Peter Clark Macfarlane, of *Collier's Weekly*, and Robert Adamson, fire commissioner of New York City.

The influence of the vigilance movement also is shown by the fact that practically every session closes with a word or more on that subject.

William Woodhead, of San Francisco, president of the A. A. C. of A., will of course preside over the general sessions.

The programme is too tentative to be published in full at this time. Some of the high spots are as follows:

#### SUNDAY AFTERNOON MASS MEETING

Addresses by Dr. John A. Macdonald, managing editor of *Toronto Globe*, and by Hon. W. S. Fielding, of Montreal.

MONDAY—Formal opening of the convention by messages from King George of England, and President Wilson of the United States. Singing of the national hymns of Great Britain and of the United States. Addresses of welcome. On behalf of H. R. H., the Duke of Connaught, Governor-General of Canada; by Sir John Gibson, Governor of Ontario; on behalf of the Toronto Ad Club, by William G. Rook, president, and by others. Reports of officers: Introduction of the report of the National Commission with new constitution and by-laws, by W. H. Ingersoll, of New York City.

Awarding the Dallas Ladies' Trophy; Boston Mileage Banner; Baltimore Truth Trophy; PRINTERS' INK Cup, and Advertising and Selling's prize of \$1,000 for the best contribution on some phase of advertising and selling. Reading of the Prize Essay.

Consideration and adoption of the new constitution.

#### TUESDAY—Departmental sessions.

Advertising Agents: Chairman, William H. Johns, of New York City, vice-president of George Batten Company. Champion, O. H. Blackman, of New York City, of the Blackman-Ross Company.

Agricultural Publications: Chairman, T. W. LeQuatte, of Des Moines, advertising manager of *Successful Farming*.

Direct Advertising: Chairman, Ho-

mer J. Buckley, Chicago, of Buckley, Dement & Co.

Directories: Chairman, Wilson H. Lee, of New Haven, president and treasurer of The Price & Lee Company. Champion, G. DeW. Marcy, of Boston, Massachusetts, secretary of Sampson & Mardock Company.

Engraving: Chairman, E. W. Houser, of Chicago, president of the Barnes-Crosby Company. Champion, H. A. Gatchel, of Philadelphia, president of Gatchel & Manning.

General Advertisers: Chairman, O. C. Harn, manager of advertising department of the National Lead Company. Champion, Harry Tipper, New York, advertising manager, The Texas Company.

House Organs: Chairman, George Walker, of St. Louis, manager, Multiplex Furniture Company.

Magazines: Chairman, Lee Maxwell, of New York City, advertising manager, *The American Magazine*.

Newspapers: Chairman, Jason Rogers, New York, publisher of the *Globe*. Champion, Allen D. Albert, Minneapolis, associate publisher the *Tribune*.

Outdoor Advertising: Chairman, O. J. Gude, New York, of O. J. Gude Company. Champion, E. L. Ruddy, of Toronto, of E. L. Ruddy Company, Ltd.

Printing: Chairman, E. Lawrence Fell, Philadelphia, president Franklin Printing Company. Champion, Henry P. Porter, of Boston, chairman committee on apprentices, United Typothetize and Franklin Clubs of America.

Religious Press: Chairman, W. J. McIndoe, New York, of *The Continent*.

Retail Advertisers: Chairman, Manley M. Gillam, New York. Champion, Joseph H. Appel, New York, director of publicity of John Wanamaker.

Specialty Advertising: Chairman, Charles O. Petersen, of Chicago, of the Advertising Novelty Company, president National Association of Advertising Specialty Manufacturers. Champion, Theodore Gerlach, of Joliet, Ill., of the Gerlach-Barkelaw Company.

Technical Publications: Chairman, Fred D. Porter, of Chicago, president of *The National Builder*. Champion, A. A. Gray, of Chicago, general manager of *The Electrical Review and Western Electrician*.

Trade Press: Chairman, W. H. Ukers, of New York, president of *The Tea and Coffee Trade Journal*. Champion, A. C. Pearson, New York, manager the *Dry Goods Economist*.

Among the speakers in the Departmental sessions will be:

Advertising Agents: George W. Hopkins, of Kansas City, vice-president of the Loose-Wiles Biscuit Company; James M. Dunlap, of the Dunlap-Ward Advertising Company, president, Advertising Association of Chicago; Percy C. Burton, of London, England; M. P. Gould, New York, of M. P. Gould Company; R. R. Shuman, of Chicago, president, Shuman-Booth Company.

Agricultural Publications: Col. Frank P. Holland, Dallas, *Holland's Magazine*; George W. Welsh, of Grand Rapids, Mich., manager of *The Fruit Belt*; S. R. McKelvie, publisher of *The Nebraska Farmer*; J. L. Kingsbury, manager Indiana Farmer Company.



Direct Advertising: Ramsey Oppenheim, of San Francisco, Ramsey Oppenheim & Co., mail advertising; C. R. Trowbridge, of Mishawaka, Ind., advertising manager of The Dodge Manufacturing Company; G. B. Sharpe, of New York City, advertising manager of The De Laval Separator Company; John Allen Underwood, of Piqua, O., manager advertising department, Favorite Stove and Range Company.

Directories: Reuben H. Donnelley, of Chicago, of R. R. Donnelley & Sons Company.

General Advertisers: Prof. Paul T. Cherington, Harvard Graduate School of Business Research; Charles W. Hoyt, of New York; V. L. Price, chairman executive committee, National Candy Company; W. A. Shryer, of Detroit, American Collection Service; A. M. Candee, of Milwaukee, advertising manager, National Enameling and Stamping Company.

House Organs: R. E. Gammel, Cleveland, David Gibson Company; Frank G. Eastman, of Detroit, editor of *The Packard*, issued by the Packard Motor Car Company.

Newspapers: Elbert Baker, Cleveland, president of The American Newspaper Publishers' Association; John M. Imrie, Toronto, secretary of The Canadian Press Association; Victor Leonard, of New York, advertising manager of The Standard Milling Company; E. L. Clifford, advertising manager of the Minneapolis Journal.

Outdoor Advertising: A. de Montluzin, of Cincinnati.

Specialty Advertising: H. Walton Heegstra, of Chicago, H. W. Heegstra Advertising Service; Mac Martin, Minneapolis, Mac Martin Advertising Agency; John H. Rennard, Pittsburgh, president, John H. Rennard Company.

Trade and Technical Publications Jointly: George F. Wilson, Milwaukee, of The Cramer-Krasselt Company; Lewis H. Clement, of Toledo, president, The Whitney & Currier Company.

TUESDAY EVENING—Motion pictures and lectures by Edwin L. Barker; Ralph Bradford, Chicago, Ill., International Harvester Company's Service Bureau, and C. M. Lemperey, Cleveland, advertising manager of The Sherwin-Williams Company.

Departmental Sessions. Direct Advertising: Fred Webster, Holyoke, Mass., advertising manager, American Writing Paper Company; Robert R. Updegraff, Salem, Mass., manager department of publicity, Daniel Low & Co.

House Organs: R. L. Spencer, Detroit, sales and advertising manager of the Federal Motor Truck Company; Ernest C. Moses, Chicago, assistant advertising manager of the American Radiator Company.

Newspapers: Wareham Smith, London, England, of Associated Newspapers, Ltd.; William Findlay, manager, Ottawa Free Press; Marshall Ballard, New Orleans Item; Will Bradley, New York City; J. J. O'Neill (England), *The Manchester Guardian*.

Retail Advertising: Louis K. Liggett, Boston, president, United Drug Company.

WEDNESDAY—Departmental Sessions.

Advertising Agents: Major E. P. Critchfield, Chicago, Taylor-Critchfield Company; Joseph H. Finn, Chicago, Nichols-Finn Advertising Agency; Charles Coolidge Parlin, Boston, Mass., chief of the research department of the Curtis Publishing Company.

Agricultural Publications: Perley E. Ward, Springfield, Mass., Orange Judd Company; Frank W. Lovejoy, Racine, Wis., director of advertising, *The Wisconsin Agriculturist*; F. E. Long, Chicago, president, *National Stockman and Farmer* and *The Farmers' Review*.

Direct Advertising: Charles R. Wiers, Buffalo, N. Y., chief correspondent of The Larkin Company; W. K. Page, Chicago, advertising manager, Adressograph Company.

General Advertisers: C. H. Weller, Iowa City, Ia., president, A. A. C. of Iowa; Charles F. Higham, London, England, of Charles F. Higham, Ltd.; W. J. White, Ottawa, Canada, inspector of U. S. Agencies, Immigration Bureau, Department of the Interior, of the Dominion of Canada; Clowry Chapman, New York City.

House Organs: Edwin A. Walton and Myron Townsend, Detroit, Mich., of *Timken Magazine*, issued by Timken Roller Bearing Company; C. R. Lippman, New York.

Newspapers: William C. Freeman, New York, advertising counselor, *The Globe*; Frank D. Webb, advertising manager, *Baltimore News*; Dan A. Carroll, New York; Elon G. Pratt, New York City, of J. Walter Thompson Company.

Outdoor Advertising: Walter Hill, London, England, Walter Hill & Co.; W. Dieckmann, Berlin, Germany.

Retail Advertising: J. J. Stokes, Chicago, Ill., president, The Middle West Advertising Agency; George Edgar, London, England, of *The Advertiser's Weekly*.

Trade and Technical Publications Jointly: O. F. Byxbee, Chicago, president of Byxbee Publishing Company.

WEDNESDAY AFTERNOON—General Session: General report of the Vigilance Committee, Harry D. Robbins, New York City, chairman.

General report of the Educational Committee, Herbert S. Houston, of New York City, chairman.

Reports of sub-committees: Lecture Courses, Llewellyn E. Pratt; Study Courses, Prof. Paul T. Cherington; Small-Town Club Work, O. R. McDonald; Schools and Colleges, Harry Tipper; Club Libraries, John Renfrew; Educating the Public, A. G. Newmyer. Consumers' Night: Gerrit Fort, passenger traffic manager, Union Pacific Railroad Company; George W. Hopkins, Loose-Wiles Biscuit Company; Charles Coolidge Parlin, The Curtis Publishing Company.

THURSDAY—General Session: Report and recommendations of the National Commission; addresses by foreign delegates; announcement by Executive Committee of name of next convention city; reading of the "Standards of Practice," and its adoption; election of officers.

Evening Entertainment: Military Tattoo, Band Concert.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1838 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30. quarter page, \$15.00; one inch, \$4.50. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 9, 1914

## **Licensing the "Truth" Emblem**

The Executive Committee of the Associated Ad Clubs meets at Indianapolis to-morrow, April 10, and one of the most important questions to be discussed concerns the method of licensing the use of the "Truth" emblem by advertisers. Probably no subject before the committee has such wide interest among advertising men, and certainly none deserves more careful consideration.

It is planned to permit the use of the emblem in the copy of certain advertisers who conform to certain standards of integrity, and the use of it will amount to a guarantee by the Associated Clubs that the copy is truthful and that the advertiser will live up to his promises. The first and most important step is the selection of the advertisers to whom the privilege will be extended, and two methods of accomplishing it have been proposed, one or the other of which, it is announced, will be endorsed at the Indianapolis meeting for presentation to the Toronto convention.

The first of those methods is known as the Fort Worth plan, the Fort Worth (Tex.) club having been authorized to try it out to demonstrate its possibilities. Any member of the local club is entitled to use the emblem in his advertising after permission has been granted by the club's licensing committee. No charge is made for the privilege. If the advertiser does not live up to the letter of his word, the club offers to reimburse any person who shall have been misled.

The alternative plan contemplates the licensing, not of the advertisers themselves, but of advertising media: magazines, newspapers, trade-papers, bill-boards, street-cars, etc. Applications are to be made to the national secretary through the local club in the city where the headquarters of the medium are located, and must be endorsed by the club's officers. Licenses are to be issued for one year only, and a license fee will be charged, 60 per cent of which is to go into the national treasury and 40 per cent will be credited to the local club. A national commission consisting of the chairmen of the 13 committees appointed at Baltimore, will formulate the conditions under which licenses may be granted and retained, and when those requirements are not satisfactorily met a license will not be issued or a reissue will be refused.

The sub-committee in charge of the subject, consisting of Richard H. Waldo, W. C. D'Arcy, Arthur G. Newmyer and Ed. R. Henry, has made a vigorous effort to poll the local clubs to ascertain which plan is preferred. Opinion seems to be divided. *Associated Advertising* says: "Early returns indicate a Fort Worth preference, but the result may be close." Des Moines and other clubs voted "No" on both propositions, and advanced entirely new suggestions.

PRINTERS' INK is inclined to do that selfsame thing, for it does not believe that either plan suggested is quite the right plan. When the Associated Ad Clubs offers the use of its emblem as a blanket guarantee of the statements made in advertisements

which are entirely beyond its control, some enforceable penalty ought to be provided for the *misuse of that guarantee*. Neither of the plans suggested includes any penalty beyond the possible loss of the license, or the impairment of the advertiser's standing in the local club if somebody takes the trouble to file a complaint against him. Furthermore, and most important of all, the Associated Clubs, by whose authority the emblem is used, assume no responsibility whatever. The value of the emblem in the public mind depends entirely upon the judgment with which its use is granted or withheld, yet there is no tangible assurance that that judgment will be exercised carefully and with circumspection. If a totally unfit advertiser should get the right to use the emblem, the only answer would be, "Too bad. We'll take it away from him."

What is needed is some assurance that the totally unfit advertiser will not get a license at all. Naturally it is desired that the emblem be used as widely and as rapidly as possible, but in our opinion it will be better to go more slowly, if necessary, rather than have the value of the device impaired by issuing licenses which must be revoked later on. The licensing body must assume responsibility for its acts, and should support that responsibility with a penalty for possible bad judgment.

It occurs to us that the situation is quite similar to that which confronted George P. Rowell in rating publishers for the American Newspaper Directory. Publications which furnished circulation statements which conformed to certain standards, were entitled to the "Guarantee Star," which practically amounted to a guarantee by the publisher of the directory that their circulations would be found as represented. Each publication thus rated received a certificate bearing the following clause, which was also prominently displayed in the directory and in PRINTERS' INK:

The absolute correctness of a circulation rating in Arabic figures in the American Newspaper Directory, based upon a satisfactory statement from the

publisher of a paper, of the actual issues for a full year, is guaranteed by the directory publishers, under a forfeiture of one hundred dollars, payable to the first person who successfully assails the accuracy of the said rating. The guarantee thus made, and the forfeiture offered by the directory, is secured by the publisher of the paper by the payment of one hundred dollars to the publishers of the directory as a permanent deposit. The guarantee is perpetual so long as the newspaper furnishes statements in detail annually, duly authenticated, and the directory continues to be published. The money paid is not returnable to the publisher at any time or under any circumstances.

Cannot some such arrangement be perfected which will enforce the responsibility which is back of the "Truth" emblem? The hundred-dollar forfeit was actually paid by the directory publishers in 29 instances, and the publicity given to the fact served to drive in still deeper the conviction that the guarantee was a *real guarantee* because there was something behind it. A substantial deposit in the national treasury would put the advertiser under bond to keep on telling the truth, and would keep the Associated Clubs under bond to use good judgment in issuing licenses. One is quite as important as the other.

### How Many Words?

Different writers in PRINTERS' INK have been allowed to have their fling at brevity in advertising. We have yet to see our own views expressed. Various factors have a bearing on each case. One of them is the matter of price. If an investment runs up to \$1,000, as in the case of a player-piano, or \$3,000, as in the case of an automobile, we believe the prospective purchaser not merely tolerates but actually demands a reasonably long advertisement—provided, always, the words are to the point.

But in the case of a five-cent cake of soap, the amount of the investment is not sufficient to carry one's interest through a long and involved argument. Artemas Ward made Sapolio the most conspicuous advertising account of its era with the briefest of brief copy. Yet if he had had a complicated and highly expensive piece of machinery to ad-

vertise, we imagine he would not have hesitated to make a liberal use of words.

Another factor is the character of the audience addressed. In farm papers and mail-order mediums reaching people with leisurely reading habits, it is well known that long advertisements set in fine type will pull when the same copy in a metropolitan daily lacks of response.

Norman Hapgood, in *Harper's Weekly*, presents an editor's view of brevity:

The story of creation was told, as Joseph Medill Patterson observed in the *Fourth Estate*, in a few hundred words. Lord Bacon did not require much space to write comprehensive essays on great subjects. Usually a person who wishes to write for *Harper's Weekly* would like about eight thousand words for one idea, and sometimes he would prefer a book or even a series of books. What we most want is a large number of very short articles on news of the day and tendencies of the day, running from three hundred to seven hundred words, but if anybody knows where to get these, we don't.

But even editors disagree as to brevity being always a virtue. Mr. Hapgood's predecessor, Col. George Harvey, takes 10,273 words for his "Appeal to the President" in the current *North American Review* and even in that extended space he succeeds in covering only a single phase of the Mexican situation.

Somewhat the same considerations govern the advertiser and the editor in deciding how long to make a given piece of writing:

1. The importance of the subject.
2. The class of readers addressed.
3. The intrinsic interest of the subject.
4. The skill with which the theme is handled.

### **Advertising "Experiment Stations"**

Several of the universities and most States have agricultural experiment stations where new methods and appliances are tried out and the results are watched for a long enough time to judge of their efficiency. "Try-out" campaigns are frequent enough among advertisers, but the

natural impatience of the man with goods to sell usually prevents them from being as thorough and as helpful as such experiments should become.

The article by M. Zimmerman entitled "A Merchandiser's Experience in Working with New England Dealers," in last week's *PRINTERS' INK*, indicates what may be accomplished by a "try-out" campaign entered into with forethought, and carried out in such a way as to produce definite conclusions. As the author points out, New England is an almost ideal field for experimentation, geographically and socially. There are few territories in which an investigator would be able to visit 342 druggists in a single month, at comparatively small expense.

But the field of the experiment is no more important than the methods applied to it. If the manufacturer of the 50-cent complexion soap had not been so careful to avoid overstocking the dealer; to have the advertising campaign in actual operation before the visit of the investigator; to insure the co-operation of the jobber so far as it could be secured; and to anticipate the price-cutting skirmish which a false step would have brought about, the results would probably have been very different. A "try-out," to be good for anything, should be directed with as much intelligence as if it were the main campaign.

Pretty nearly any advertiser of goods sold through the dealer can start an experiment station of his own, in New England or elsewhere, but the value of the results will depend upon the care with which the trial is staged and the judgment used in weighing the returns.

### **Profits on Stetson Hats**

The John B. Stetson Company, of Philadelphia, the largest hat manufacturing concern in the world, broke all records last year in volume of business transacted. The shipments were 283,000 dozen as against 255,000 dozen for the preceding year. The value of the output was \$9,257,608. The dividend rate for 1913 was 25 per cent.

The Plymouth Advertising Club, Plymouth, Mass., has been organized.

# A Thoroughbred

When a horse is known as a thoroughbred, it is stamped as a quality animal having "class" in its blood.

"Class" in the blood of such an animal can be obtained only after years of breeding, training, brains and skill.

Men and magazines too, may be likened to horses but speaking of magazines, there's LIFE. Training, brains and skill have made LIFE a blue blooded thoroughbred from cover to cover.

Magazines may come and magazines may go, but LIFE goes on forever.

If you appreciate thoroughbred qualities that stay and win, LIFE will be one of your mediums

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st Street West, No. 17, New York  
B. F. Provandie, Western Manager, Marquette Bldg., No. 1537, Chicago

## Joint Campaign for Building Associations

**N**INE of the building associations of the city of Washington have united in a co-operative advertisement, occupying 9 3/4 by 11 inches space in one of the daily newspapers, and running once a week for four weeks.

The co-operation was arranged

to tell whatever it pleased about itself in addition to its name and location. For this individual space each is to pay a like amount, and the balance of the cost is to be apportioned substantially on the basis of assets. The cost of this first experiment is about \$300, and it is likely to be repeated.

In the continental United States there are nearly 6,300 building associations, with a membership ex-

<b>NORTHERN LIBERTY</b> BUILDING ASSOCIATION 511 Seventh St. N.W. Organized April 1, 1891. L. P. Kerr, President. R. T. Egan, Secretary. G. M. Kewerick, Treasurer. <b>DIRECTORS:</b> L. P. Kerr, R. T. Egan, G. M. Kewerick, J. A. Smith, W. H. Shaw, J. H. Shaw, J. H. Shaw, J. H. Shaw. Assets, \$1 per month, may be taken any month. Total Assets, One and a Half Millions.	<b>EQUITABLE CO-OPERATIVE</b> BUILDING ASSOCIATION 915 F St. N.W. Organized 1895. John Jay Egan, President. Ellis Spurr, Vice President. Perry S. Turpin, Vice Pres. Frank P. Egan, Secretary. <b>DIRECTORS:</b> John Jay Egan, John Jay Egan, John Jay Egan, John Jay Egan, John Jay Egan, John Jay Egan, John Jay Egan, John Jay Egan. Assets, \$1 per month, may be taken any month. Total Assets, One and a Half Millions.	<b>THE BUILDING ASSOCIATIONS OF THE DISTRICT OF COLUMBIA</b> Organized 1882. R. B. Cloughlin, President. A. S. Taylor, Vice President. Wm. T. Galbraith, Vice Pres. J. M. Woodward, Secretary. E. S. Wason, Treasurer. Let us tell you why you should become a member. Write, Phone or Call. Phone Main 1428 and 1848.	<b>THE HOME BUILDING ASSOCIATION</b> 1907 Penna. Ave. N.W. Organized 1882. R. B. Cloughlin, President. A. S. Taylor, Vice President. Wm. T. Galbraith, Vice Pres. J. M. Woodward, Secretary. E. S. Wason, Treasurer. Let us tell you why you should become a member. Write, Phone or Call. Phone Main 1428 and 1848.	<b>ENTERPRISE SERIAL BUILDING ASSOCIATION</b> 643 Louisiana Ave. N.W. Organized 1882. John Quinn, President. Edward Lammie, Vice Pres. H. H. Shaw, Treasurer. James F. Shaw, Secretary. <b>DIRECTORS:</b> John Quinn, H. H. Shaw, J. H. Shaw, J. H. Shaw, J. H. Shaw, J. H. Shaw, J. H. Shaw, J. H. Shaw. Assets, \$1 per month, may be taken any month. Total Assets, One and a Half Millions.
<p>These associations have no proprietors nor profit-takers, except their saving and borrowing members.</p> <p>By making steady and continuous payments their saving members form regular habits; lay up useful sums of money in safety, and earn good profits on all they save.</p> <p>The money paid in is lent out on District real estate, carefully inspected, valued and approved, and the loans secured by first deeds of trust. There is no charge for premium, bonus or commission; only the actual and moderate conveying expenses and legal interest. Loans are repayable by easy monthly installments, spread over a long term of years. Every loaned dollar paid back gets its full share of net profits, which helps to pay the debt.</p> <p>These associations are regularly examined and strictly supervised by the Treasury Department.</p>				
<b>ORIENTAL BUILDING ASSOCIATION</b> 8th and F Sts. N.W. Organized 1886. Chas. H. Bauman, President. Chas. Schuler, Treasurer. Chas. Gerhardt, Secretary. <b>DIRECTORS:</b> Chas. H. Bauman, Chas. Schuler, Chas. Gerhardt, Chas. H. Bauman, Chas. Schuler, Chas. Gerhardt, Chas. H. Bauman, Chas. Schuler. Assets, \$2,192,872.66. Loans to Homeowners at Speciality. Loans at 4% interest, also 5% and 6%. The following building associations are in the district.	<b>CITIZENS EQUITABLE BUILDING ASSOCIATION</b> Of Georgetown, D. C. 2005 M St. N.W. Organized April, 1885. Stock, One Dollar Per Month. For Share: Pays 4%, 5% and 6%. Loans, \$500 a share, for monthly payment of \$2, including interest. Thos. J. Starnes, President. Eliza F. Williams, Secretary. H. C. Klinebaugh, Treas.	<b>WASHINGTON BUILDING ASSOCIATION</b> Six Per Cent Permanent BUILDING ASSOCIATION 425 F St. N.W. Organized April 24, 1882. J. A. Maciel, President. John Hanson, Vice President. H. H. Burgess, Treasurer. L. G. Outenmyer, Secretary. Assets, \$1,365,438.30. For helpful advice as to profitable saving apply at our office, in person or by mail.	<b>GERMAN-AMERICAN BUILDING ASSOCIATION</b> 3d and B Sts. S.E. Organized August 6, 1876. Louis Hartig, President. August Gatz, Vice President. Chas. H. Knapp, Secretary. Geo. W. Slater, Treasurer. Assets, \$1,884,715.44. Have 4,329 Accounts. Informations Quarterly Given. List Our Annual Statement. Office Hours, 9 to 4. Secretary, 9 to 12.	<b>PERPETUAL BUILDING ASSOCIATION</b> 11th and E Sts. N.W. Has grown without ceasing for 33 years, and still growing. Over 7,000 numbered members and more for more. Get out of our last annual report for fuller information. Personal visits and consultations welcomed. Close at One on Saturdays. Other Days Open Till Five. Chas. F. Benjamin, President. James Barry, Vice President. J. C. C. Barry, Treasurer. J. W. Carr, Secretary.

THE CO-OPERATIVE BUILDING AD RUN IN WASHINGTON

by Charles F. Benjamin, secretary of the Building Association Council of the District of Columbia, an old-time contributor to PRINTERS' INK. After working out his plan in detail, he laid it before the 16 associations represented in the council, and offered to put it into operation if six or more associations would go into it.

The caption and co-operative text were prepared by the secretary of the council and sent around to the co-operating associations for approval and suggestions. Each contributing association was assigned an equal space

ceeding 2,500,000, and assets of upwards of \$1,137,000,000. Contrary to former practice, they have taken much to newspaper advertising during the last three or four years. This change is partly due to the intelligent expositions and discussions of publicity in all its phases at the annual meetings of the United States League of Local Building and Loan Associations. Since the meeting of this national organization at Milwaukee in the summer of 1913, the associations of that city have taken to co-operative advertising, with satisfactory results.



## Advertising Course in Los Angeles High School

A course in advertising has been introduced into the Polytechnic High School at Los Angeles, Cal., with the co-operation of the educational committee of the Los Angeles Ad Club. Each week some speaker from the club lectures before the class, and whenever possible illustrates his remarks with problems from his own business experience. The members of the class are allowed to submit their copy to the stores of the city, and when it is found acceptable the stores run this copy in the papers. Care is taken that the students' work does not compete directly with that of established advertising men.

The same high school has a course in salesmanship in which similar tactics are pursued. The students work Saturdays and holidays in the big stores, and study salesmanship conditions at first hand. They are treated as ordinary salesmen are, and receive a small sum for their services.

## "New Uses" Advertised for LePage's Glue

The old idea, "We couldn't improve the goods, so we improved the box," has been adopted by the Russia Cement Company, of Gloucester, Mass., in featuring a new metal spreader used in connection with LePage's Glue. The spreader is declared to be a great improvement over the old-style brush, being always clean, and enabling a thin,

even coat to be spread. In the advertising which accompanies the package the company also points out many possible uses which would not occur to the average consumer, such as lining buffet-drawers for silverware; fastening felt on chair legs to prevent scratching floors, covering cans and boxes, then sanding and painting; putting in white-wash or water-colors; making newspaper bags for hats, furs, etc., to keep out moths.

## Actual Size of Samples Pictured in Copy

The Listman Mill Company, La Crosse, Wis., is using a list of papers in the South to advertise Marvel Flour. The copy is illustrated with a hand holding out a two-pound trial package of flour which is offered for sale at ten cents to induce people to try it. The hand and sack of flour occupies over half the space, and naturally makes a big impression.

## Cartoonists Feature Ad-Characters in Montreal

A series of political cartoons featuring the "Goldbrick Twins" is appearing in the Montreal *Herald*, and the Montreal *Star* recently caricatured Sir William Mackenzie as "Old Dutch" with the following caption:

"Like a certain busy person chasing Dirt with a club so prominent in magazine advertising, Sir William Mackenzie is kept busy chasing Rumors."

## Have You Seen the New "Useful Information" Section

### in the New York City Telephone Directory?

This section adds much to the reference value of the book. It gives this **distinctive advertising medium** greater selling power than ever before.

**You can use this book to advantage.**

**Forms for the big issue of 800,000 copies  
close May 1st**

**Let's Talk It Over Early!**

## New York Telephone Company

**Directory Advertising Department**

**Telephone Cortlandt 12000**

**25 Day Street**

**New York**





# Climbing

If you please, allow us to point with pride to opposite page as a record of achievement.

Asking only a fair field and no favor; fighting in the open by honorable means; facing manly, worthy competition—Harper's Bazar, within the year has advanced from a feeble Nineteenth in the list to a healthy, husky Fifth!

Red blooded advertisers who prefer to achieve things by force of merit, will appreciate this accomplishment. And the end is not yet!

## NET GAIN IN VOLUME OF ADVERTISING

April, 1914, lines.....	23,772
April, 1913, lines.....	3,503
Gain for one year (lines).....	20,269

## HARPER'S BAZAR

E. M. ALEXANDER, Advertising Manager  
119 West Fortieth Street, New York City

Western Office: 437 Marquette Bldg., Chicago

London

Paris

Geneva

Berlin



## APRIL MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES  
FOR APRIL(Exclusive of publisher's own  
advertising.)

	Pages.	Agate Lines.
Cosmopolitan .....	169	37,912
Review of Reviews.....	128	28,812
World's Work .....	115	25,942
Everybody's .....	110	24,747
McClure's .....	102	23,475
Harper's .....	94	21,226
Metropolitan ....(cols.)	116	19,736
Sunset—The Pacific.....	87	19,488
American Magazine (cols.)	134	19,232
Scribner's .....	83	18,788
Hearst's .....	78	17,628
Munsey's .....	71	16,072
Century .....	63	14,294
Current Opinion ..(cols.)	93	13,035
Atlantic .....	48	10,948
American Boy ....(cols.)	49	9,914
Popular (2 issues).....	43	9,744
Red Book .....	41	9,324
Argosy .....	40	9,016
Home Life.....(cols.)	49	8,167
Wide World .....	35	7,896
Bookman .....	31	7,056
Boy's Magazine....(cols.)	38	6,860
St. Nicholas .....	30	6,860
Ainslee's .....	28	6,384
Strand .....	26	5,880
Lippincott's .....	25	5,712
Overland .....	24	5,376
Blue Book .....	17	3,808
Smith's .....	13	2,912
Smart Set .....	12	2,688

VOLUME OF ADVERTISING IN  
WOMEN'S MAGAZINES(Exclusive of publisher's own  
advertising.)

	Columns.	Agate Lines.
Vogue (2 issues).....	629	98,123
Ladies' Home Journal....	185	37,000
Good Housekeeping Maga- zine .....	138	30,912
Woman's Home Companion	130	26,015
Harper's Bazar .....	141	23,772
Delineator .....	115	23,020
Ladies' World.....	96	19,200
McCall's .....	142	19,034
Holland's Magazine.....	97	18,608
Pictorial Review.....	92	18,500
Designer .....	88	17,667
Woman's Magazine.....	87	17,505
Mother's Magazine .....	110	15,062
People's Home Journal...	71	14,209

—and it's  
all good  
clean ad-  
vertising;  
and all cash  
excepting  
six adver-  
tisements  
measuring  
only 926  
lines.

**METROPOLITAN**  
"The Livest Magazine in America"

J. MITCHEL THORSEN  
Advertising Manager

	Columns.	Agate Lines.
Modern Priscilla .....	83	14,084
Housewife .....	69	13,667
Woman's World.....	66	11,637
People's Popular Monthly	61	11,429
Needlecraft .....	16	3,190

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES CAR-  
RYING GENERAL AND  
CLASS ADVERTISING**

(Exclusive of publisher's own  
advertising.)

	Pages.	Agate Lines.
Motor .....(cols.)	408	68,649
Motor Boating ....(cols.)	300	50,526
Country Life In America (cols.) .....	278	47,070
System .....	141	31,738
Vanity Fair .....(cols.)	196	30,575
Popular Mechanics.....	135	30,352
Architectural Record....	124	27,986
Craftsman .....	111	24,864
Popular Electricity.....	79	17,864
House & Garden.....(cols.)	127	17,800
Suburban Life.....(cols.)	102	17,414
House Beautiful....(cols.)	114	16,033
Garden .....(cols.)	107	15,044
Field & Stream.....	58	13,160
Physical Culture .....	44	10,000
Outing .....	42	9,604
Travel .....(cols.)	68	9,562
Theatre .....(cols.)	56	9,420
American Homes & Gar- dens .....(cols.)	51	8,708
Outer's Book.....	36	8,176
International Studio (cols.)	57	8,102
Technical World.....	33	7,560
Outdoor Life.....	33	7,392
Arts & Decoration (cols.)	44	6,160
Outdoor World & Recrea- tion .....(cols.)	42	5,948
Extension Magazine (cols.)	28	4,480

**VOLUME OF ADVERTISING IN  
CANADIAN MAGAZINES**

(Exclusive of publisher's own  
advertising.)

	Pages.	Agate Lines.
*Canadian Courier (cols.)	189	34,398
MacLean's .....(cols.)	205	28,756
Canadian Magazine.....	97	21,728
Canadian Ladies Home Journal .....(cols.)	103	20,782

\*4 March issues.

**VOLUME OF ADVERTISING IN  
LEADING WEEKLIES IN  
MARCH**

(Exclusive of publisher's own  
advertising.)

	Columns.	Agate Lines.
Mar. 1-7		
Saturday Evening Post	181	30,770
Literary Digest.....	96	13,474
Scientific American....	64	12,891
Town & Country.....	75	12,700
Life .....	88	12,396
Collier's .....	57	10,785
Christian Herald .....	40	6,720
Leslie's .....	29	5,950
Asso. Sunday Magazines	25	4,595
Forest & Stream.....	25	3,713
Outlook (pages).....	16	3,612
Youth's Companion....	15	3,185
Judge .....	29	3,121
Illus. Sunday Magazine	15	2,700
Churchman .....	15	2,434
All Story (pages).....	9	2,016
Harper's Weekly.....	10	1,904

**Mar. 8-14**

Saturday Evening Post	186	31,020
Collier's .....	82	15,540
Literary Digest.....	109	15,341
Town & Country.....	89	14,952
Leslie's .....	28	5,739
Life .....	37	5,238
National Sunday Maga- zine .....	29	4,968
Outlook (pages).....	19	4,452
Christian Herald .....	26	4,368
Asso. Sunday Magazines	23	4,185
Illus. Sunday Magazine	20	3,870
Forest & Stream.....	24	3,622
Youth's Companion....	16	3,319
Harper's .....	19	3,192
Scientific American....	11	2,304
Churchman .....	13	2,188
Judge .....	15	2,131
All Story (pages).....	6	1,344

**Mar. 15-21**

Saturday Evening Post	154	26,180
Literary Digest.....	146	20,478
Town & Country.....	107	18,039
Collier's .....	61	11,683
Christian Herald.....	41	6,888
Life .....	43	6,115
Scientific American....	26	5,281
Illus. Sunday Magazine	26	4,725
Asso. Sunday Magazines	25	4,516
Youth's Companion....	22	4,400
Outlook (pages).....	18	4,200
Leslie's .....	20	4,156
Forest & Stream.....	23	3,444
Churchman .....	16	2,790
Judge .....	18	2,532
Harper's .....	12	2,123
All Story (pages).....	3	714

# A New Advertiser Starts Right

**WESTERN SPINNING CO.**  
DULUTH, MINN.

January 31, 1914.

Mr. J. M. HOPKINS,  
*Printers' Ink,*  
12 West 31st St., N. Y.

Dear Mr. Hopkins:

Noticing your advertisement in this week's issue of **PRINTERS' INK**, I hasten to enter this company's order for bound volumes for 1914. If you have such things as standing orders for every year, please consider the Western Rug Company as one.

This is our first year of active business and our first year as possible national advertisers and we are going to start out right by having **PRINTERS' INK** on our reference shelf.

With kindest regards,

Yours truly,  
**WESTERN RUG COMPANY,**  
WM. P. BANNING.

**THE WESTERN RUG CO.** has the idea. There is little to equal a file of **PRINTERS' INK** as a guide to the thorough-going advertiser—regardless of the size of his appropriation.

There are other sets of 1914 bound volumes which may be ordered on the same basis as the above.

\$8.00 per set of 4 books, issued quarterly—Postpaid.

**PRINTERS' INK PUBLISHING CO.**  
12 West 31st Street New York City

		Columns.	Agate Lines.		Pages.	Agate Lines.
<b>Mar. 22-28</b>						
Saturday Evening Post	174		29,580	7. System .....	141	31,738
Outlook (pages).....	90		20,216	8. Good Housekeeping Magazine .....	138	30,912
Literary Digest.....	90		12,787	9. Vanity Fair....(cols.)	196	30,575
Collier's .....	47		8,988	10. Popular Mechanics...	135	30,352
Town & Country.....	52		8,804	11. Review of Reviews...	128	28,812
Leslie's .....	34		6,904	12. MacLean's ....(cols.)	205	27,756
Life .....	39		5,471	13. Architectural Record..	124	27,986
Christian Herald.....	30		5,040	14. Woman's Home Com- panion .....	130	26,015
Nat. Sunday Magazine	29		4,936	15. World's Work.....	115	25,942
Illus. Sunday Magazine	20		3,915	16. Craftsman .....	111	24,864
Youth's Companion....	18		3,775	17. Everybody's .....	110	24,747
Asso. Sunday Magazines	17		3,157	18. Harper's Bazar. (cols.)	141	23,772
Scientific American ....	15		3,115	19. McClure's .....	102	23,475
Forest & Stream.....	21		3,087	20. Delineator ....(cols.)	115	23,020
Harper's .....	12		2,056	21. Canadian Magazine...	97	21,728
Judge .....	13		1,900	22. Harper's .....	94	21,226
Churchman .....	11		1,836	23. Canadian Ladies' Home Journal ....(cols.)	103	20,782
All Story (pages).....	5		1,288	24. Metropolitan ..(cols.)	116	19,736
<b>Mar. 29-31</b>						
Asso. Sunday Magazines	23		4,237	25. Sunset—The Pacific..	87	19,488
Illus. Sunday Magazine	11		2,115			

**Totals for March**

Saturday Evening Post.....	118,150
Literary Digest .....	62,030
Town & Country.....	54,494
Collier's .....	46,996
Outlook .....	32,480
Life .....	29,269
Scientific American.....	23,491
Christian Herald.....	23,016
Leslie's .....	22,749
†Asso. Sunday Magazines....	20,690
†Illus. Sunday Magazine....	17,325
Youth's Companion.....	14,679
Forest & Stream.....	13,866
*National Sunday Mag.....	9,904
Judge .....	9,684
Harper's .....	9,280
Churchman .....	9,238

†6 issues.

\*2 issues only.

**RECAPITULATION OF ADVERTISING IN MONTHLY MAGAZINES**

(Exclusive of publisher's own advertising.)

	Agate	
	Pages.	Lines.
*1. Vogue .....	629	98,123
2. Motor .....	408	68,649
3. Motor Boating..(cols.)	300	50,526
4. Country Life in America .....	278	47,070
5. Cosmopolitan .....	169	37,912
6. Ladies' Home Journal .....	185	37,000

\*2 issues.

W. T. Powell, advertisement manager of the *Pall Mall Gazette* and of the *Observer*, both of London, Eng., died of pneumonia early in the week of March 15.

**LIPPINCOTT'S**  
MONTHLY MAGAZINE

## Circulation Guaranteed

The detailed statement indicating the quantity and distribution of LIPPINCOTT'S circulation may be of interest to you when determining what mediums are best suited for your own needs.

Rate \$75.00

**Philadelphia**

NEW YORK  
156 Fifth Ave.

CHICAGO, ILL.  
1312 Marquette Bldg.

# 8 Months More And Then—

Panama is due to swing open its gates to the world.

Then the commercial geography of the Pacific Coast Country will witness a big change. Market centres out this way must expand tremendously; new ones will spring up in this fertile region; there will be a great influx of manufacturers; a number of them are looking the field over now.

"Beyond the Rockies" is one of the richest markets in this nation; and one of the easiest to capture if you set about the job through the logical medium—Sunset, the Pacific Monthly.

This typically, far-western magazine secures this big market for you because it has the grip on the people. It has this grip, because it is the only magazine that speaks through the mouths, and looks through the eyes of the Pacific Coast people—it is their real home paper—a regular—not a news-stand casual.

You need the acquaintance of this great army of buyers—you need our introduction that we can give you personally to thousands of retailers—you need to familiarize people out here with your goods before your competitors get a hold; start your campaign now through

# SUNSET

**The Pacific Monthly**

*"Get in Before the Canal Opens"*

**TALK PAGE COPY—\$200**

*Just address like this:*

**Sunset—The Pacific Monthly**

**Wm. Woodhead, Business Mgr., San Francisco**

**Or the Eastern Offices:**

Chicago—55 West Jackson Blvd., L. L. McCormick, Mgr.

338 Marquette Building, G. C. Patterson, Mgr.

New York—802 Times Building, W. A. Wilson, Mgr.



# "PRINTERS' INK'S" FOUR-YEAR RECORD OF APRIL ADVERTISING

	1914	1913	1912	1911	Total
Cosmopolitan .....	37,912	47,191	44,155	35,444	164,632
Everybody's .....	24,747	31,158	32,542	41,104	129,551
Review of Reviews .....	28,812	30,580	30,240	34,132	123,764
McClure's .....	23,475	21,422	30,295	33,404	108,596
Sunset—The Pacific .....	19,488	27,356	37,408	24,176	108,428
World's Work .....	25,942	25,185	24,528	24,276	99,931
American .....	19,332	19,592	21,112	24,976	84,912
Munsey's .....	16,072	16,744	20,923	24,080	77,819
Scribner's .....	18,788	18,356	16,856	22,946	76,846
Harper's .....	21,226	16,968	15,155	18,452	71,801
Century .....	14,294	13,440	17,472	18,172	63,378
Current Opinion .....	13,035	12,880	13,664	17,304	56,883
Hearst's .....	17,528	18,131	9,072	9,256	53,987
Metropolitan .....	19,736	12,204	7,339	8,172	47,451
Red Book .....	9,324	11,648	13,440	12,096	46,508
Argosy .....	9,016	9,308	10,024	12,600	40,948
Atlantic .....	10,948	9,044	7,504	9,450	36,946
American Boy .....	9,914	8,300	6,812	8,671	33,697
Ainslee's .....	6,384	8,176	8,584	8,904	32,048
Lippincott's .....	5,712	5,872	8,736	5,376	25,696
Boy's Magazine .....	6,860	6,514	5,588	5,728	24,690
St. Nicholas .....	6,860	6,496	5,600	4,256	23,212
	365,305	376,335	387,049	402,975	1,531,664

## WOMEN'S MAGAZINES

Vogue (2 issues) .....	98,123	99,687	78,210	79,326	355,346
Ladies' Home Journal .....	37,000	37,300	36,395	40,425	151,120
Women's Home Companion .....	26,015	53,923	32,659	33,430	126,027
Good Housekeeping Magazine .....	30,912	30,394	30,016	29,492	120,814
Delineator .....	23,020	26,513	26,295	26,400	102,233
Designer .....	17,667	20,939	23,051	23,400	85,057
Woman's Mag. .....	15,505	20,616	23,031	23,558	84,710
Pictorial Review .....	18,500	20,560	18,600	18,400	76,060
McCall's .....	19,034	19,274	17,956	19,377	75,641
Ladies' World .....	19,200	21,043	14,600	17,293	72,136
Modern Priscilla .....	14,084	16,298	15,932	19,271	65,585
Mother's Magazine .....	15,062	14,655	13,039	12,997	55,753
People's Home Journal .....	14,209	11,668	10,941	10,713	47,531
Woman's World .....	11,637	10,890	11,104	13,822	47,443
Housewife .....	13,667	10,675	10,216	8,312	42,870
Harper's Bazar .....	23,772	3,503	6,936	8,000	42,211
	399,407	397,933	368,981	384,416	1,550,737

## CLASS MAGAZINES

Motor .....	68,649	75,306	79,380	76,356	299,691
Country Life in America .....	47,070	46,872	*67,174	*57,533	218,649
Motor Boating .....	50,526	50,400	47,755	39,025	187,706
System .....	31,738	31,696	31,052	29,344	123,830
Popular Mechanics .....	30,352	31,024	26,432	21,504	109,312
Suburban Life .....	17,414	20,060	21,590	20,740	79,804
House & Garden .....	17,800	20,029	19,324	18,692	75,845
House Beautiful .....	16,033	16,876	20,487	16,227	69,623
Garden .....	15,044	16,978	17,266	19,907	69,195
Popular Electricity .....	17,864	14,490	13,063	12,370	57,787
Outing .....	9,604	12,600	15,540	14,844	52,588
International Studio .....	8,102	11,130	8,280	13,890	41,402
Theatre .....	9,420	11,433	10,733	9,062	40,703
Physical Culture .....	10,000	9,707	8,960	9,012	37,679
	349,616	368,606	387,086	358,506	1,463,814

## WEEKLIES (MARCH)

Saturday Evening Post .....	118,150	118,240	113,697	107,270	457,357
Town & Country .....	54,494	175,668	174,966	59,958	265,086
Collier's .....	46,996	167,872	171,156	61,520	247,544
Literary Digest .....	62,080	170,752	155,680	44,263	232,775
Outlook .....	32,480	141,780	143,723	45,703	163,707
Life .....	29,269	37,953	35,063	130,263	132,548
Leslie's .....	22,749	26,345	25,212	127,433	104,742
Christian Herald .....	23,016	24,111	28,352	127,951	103,430
	389,184	475,760	469,864	404,361	1,739,169

Grand Total .....

\*2 issues.

†5 issues.





## “The Woman in a Hurry”

Do you know any woman who isn't always in a hurry? In a hurry to get dressed and go out—in a hurry to finish shopping and come home—in a hurry to go to the theatre, and a hurry to go out to supper.

**C**OMPARED with the ceaseless activity of his wife, the average business man leads a life of “luxurious ease,” if not of “Oriental splendor.”

Remember that no woman has time to look in a leisurely way for the best jeweler, the best dress-maker, the best breakfast food, the best hats, the best face cream.

And this explains the phenomenal success of *Vogue* as a medium for those who advertise the *best* products. The woman in a hurry turns first to *Vogue*; and in *Vogue* she finds *immediately*:

- the best automobiles in America;
- the best toilet goods in America;
- the best food products in America;

—and the best of everything made and sold by the best manufacturers and retailers. Run through the April 15th *Vogue* and decide what a help its advertising pages must be to “the woman in a hurry.”

Don't miss the April summary  
on page opposite!

*James Lindenberg*  
Advertising Manager  
443 Fourth Ave., New York

## Can You Sell Hoyt Service?

Mr. R. H. Andrews, Manager of my Boston office, needs an assistant as a field man. Selling service for Charles W. Hoyt isn't exactly the same thing as selling service for the regular, "dyed in the wool" advertising agency. Hoyt's Service includes many things in advertising and selling.

To be successful in selling and planning service for us, a man ought to be first of all a good merchant. Incidentally some advertising experience will help him but we can supply the advertising instinct from within the organization. We want a man who understands the art of merchandising. This man may be a seasoned, high-salaried man. He may be occupying to-day a position of sales manager, advertising manager, or he may be connected with another advertising agency. Such a man will fill the position, provided he isn't so far along that he cannot be told how to do things. On the other hand, the man who fills this position may be younger, less experienced, but full of promise.

If you want the position write to me direct, giving your complete business history, your expectations as to salary, and anything else which you think would be interesting. Preference will be given a man with an acquaintance in Boston and vicinity. Do not bother Mr. Andrews, at Boston, until you hear from us. Send me a letter.

**Charles W. Hoyt, 25 Elm St., New Haven, Conn.**

This booklet is for  
YOU--If you want to  
increase your business

It describes and  
illustrates in  
colors--

**Stone's  
Poster  
12-Sheet  
Calendars**

12 Styles  
of 12-Sheet  
Calendars"

If you are interested, send for this booklet today. A  
request on your business card is all that is necessary.  
Please state what kind of calendar you can use.

THE STONE PRINTING AND MANUFACTURING CO.  
Chicago, Ill.

## Insurance for Animals Advertised

**A**N advertising campaign on behalf of live-stock insurance has been started in newspapers by the National Live-Stock Insurance Company of Indianapolis.

In regard to the advertising, E. J. Meijberg, of the National Live-Stock Insurance Company, writes **PRINTERS' INK** as follows:

"We know of no other live-stock insurance company conducting an advertising campaign similar to ours, neither have we ever heard of any other company advertising in this manner.

"Our object is to secure new agents, stimulate the agents we already have, place the name of our company before the insuring public and to get business.

"It is rather early yet to know whether or not the newspaper advertising will be successful, as we have only just commenced."

The newspaper copy, which occupies ten inches double column, is addressed to the owner of live-stock, and starts with the heading "\$415,000 Paid for Dead Horses in One Year!" A table which is also a part of the copy shows that on a basis of \$100 insurance per animal an owner can insure a horse for \$100 by paying a premium of \$6, and if the animal dies within a year get \$94.

The argument in the body of the ads is plausible and of a straightforward sort. It says: "Your live-stock is in constant danger; 159 diseases, theft and fire, to say nothing about the thousands of accidents. . . . You insure your home and barn against fire—something that may never occur—your stock must lie."

The advertising is appearing in newspapers of the Central West.

## Timely Copy for Easter Gifts

Stephen F. Whitman & Son, Inc., Philadelphia, is running copy containing a list of various packages in which its candies are supplied. The ad serves the purpose of a catalogue, as the packages are illustrated and all necessary information is given to enable purchasers to order direct. It is strongly suggested that candy is an appropriate Easter gift.

## Light Bulbs That Look Like Men

The Gas and Electric Company of Baltimore, Md., has given its newspaper copy a distinctive touch by picturing its house wiring experts in the form of electric light bulbs. By giving a com-

**Electric Light for \$8.50**

A first payment of \$8.50 and twelve monthly payments of \$8 will get electric light in any completed two-story home in Baltimore.

This offer includes 9 beautiful fixtures complete with frosted shades and 40-watt Mazda lamps—the most economical lamps made. You can choose between fixtures finished in brass or in genuine statuary bronze.

This offer includes flush switches and all wiring for fixtures and switches. By choosing no-flush switches you can reduce the cost.

At your convenience we will have our representative call with photographs of fixtures—and all details of this special offer. Ask for him today.

**The Gas and Electric Co.**  
Park Avenue at Lexington  
Phone Electric, 315 North Charles Street  
Call 10, 7-10 0000

mon ordinary light bulb a personality, it has in a way individualized its service. The illustration of one advertisement shows one of the "bulb men" working in the attic and another in the basement. The copy is designed to sell something, as it announces, "Electric Light for \$8.50." This is followed by the statement that a first payment of \$8.50 and twelve monthly payments of five dollars will put electric light in any completed two-story house in Baltimore.

### F. D. Doubleday a Director

Felix D. Doubleday has been elected a director of the Percival K. Frowest Company, Inc., advertising agents of New York and London. Mr. Doubleday is a son of the publisher, F. N. Doubleday, of Doubleday, Page & Co., and was formerly connected with the Frank Presbrey Company and Frank Seaman, Inc.

### Indianapolis "Sun" Changes

L. A. Dupont has been appointed advertising manager of the Indianapolis Sun. Leon E. Herman, former advertising manager, has resigned to accept a position with the Cincinnati Post. Tracey W. Ellis, classified manager, is promoted to the display department, and Don Terry succeeds him.

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of the Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

## THE CHICAGO RECORD-HERALD

### A Big Advertiser

in Jamestown, N. Y., whose copy appears in nearly all of the general magazines throughout the Fall, Winter and Spring months, writes us under date of March 25th:—

"We have sent an order through our agency for the insertion of our 56 line copy in your May, June and July issues. It is a compliment to your publication that it is given a place on our Summer list, which is very small."

## PHYSICAL CULTURE

has proven to this advertiser that it gives profitable returns in the hot Summer months as well as in the less torrid season. PHYSICAL CULTURE is an all-the-year-around magazine.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager  
Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

## The Steadiest Growing Magazine Advertising Section in America

# The Little Schoolmaster's Classroom

HERE is something from S. S. McClure's autobiography that impresses the Schoolmaster: "The idea occurred to me of having a series of articles on Lincoln, written by many different men who had known him, and of having Miss Tarbell edit these articles, bring them into scale with one another, and herself write in the portions of Lincoln's life that these articles did not cover. I soon found, however, that this plan would not succeed, and that, if a piece of work is to be well done, one person must do it."

Of course this one-writer idea ought not to be applied too broadly, for undoubtedly there are jobs that can be handled best by having different people of different experience and view-point take part in the work. Nevertheless, the advertising world, as well as the publishing world, will do well to recognize that there are undertakings in which the result will be more thorough, more harmonious and possess more individuality by reason of being the product of one mind. The Schoolmaster ventures to coin the truism that "the best committee is a committee of one if you can find the man who can do the job." It may be remarked however, the "one man" is not usually easy to find.

\* \* \*

When a man answers a "blind ad" is he necessarily entitled to a reply if the advertiser does not wish to follow up the inquiry? Clinton H. Scovell & Co., certified public accountants and industrial engineers, Boston, answered six ads in PRINTERS' INK which gave box-number addresses. The company described a position which was open for a man to handle its advertising and call upon prospects, and enclosed a stamped envelope for reply. No replies were received. C. H. Scovell writes the Schoolmaster a protest against what he considers such discourteous treatment, and adds: "As

a matter of fact, we have a most attractive proposition for the right man, and anybody who is passing it up in scorn is making a mistake."

\* \* \*

It does not seem as though failure to reply would indicate a scornful attitude towards the proposition offered, and it should not be regarded as intentional discourtesy. A "blind ad" is such because the advertiser does not care to make his identity known except to those with whom he cares to do business. Frequently he cannot sign his name without endangering his present relations with his employer. Many ads are left "blind" because the advertiser has no time to bother with utterly useless solicitations. It would surprise the uninitiated to know the number of people who are watching the advertisements for jobs in the daily newspapers, only to deluge the advertiser with solicitations to become a book agent, to learn the mail-order business, or to pay real money for a correspondence course in anything from resilvering mirrors to entering vaudeville. The man out of a job, or the man who indicates discontent in his present position, is considered a bright prospect for the purveyor of "schemes."

\* \* \*

And, by the way, why should anyone want to receive a mass of letters which contain only rejections of something which has been offered? If every business man made it a rule to answer every letter he receives an endless chain of useless correspondence would develop, and nobody would have time to get any work done. The late George P. Rowell used to send out circulars bearing a line in Gothic type: "If Not Wanted, Don't Answer." He used to say that few things exasperated him more than to receive letters explaining at great length why the writers couldn't do business with him. It not only wasted

his time to read the letters, but indicated that the writers had plenty of time they didn't know what to do with.

\* \* \*

Long-distance telephone solicitation seems to be growing in favor. It is of almost daily occurrence for some national advertiser to be called up and informed of some special reason why he should go into the Blank publication. The long-distance method is a pretty sure way of getting the ear of the man behind the advertising appropriation, and it has some advantages for him, too, for when the talk costs so much per minute it is short and sweet and there is no nicer or easier way in the world of turning down a solicitation than to give the long-distance "No!"

Even the lettering on the door has its advertising value. The crude butcher-shop style of letter, with too much color and so-called ornamentation, carries no dignity, no sense of high quality or of the professional spirit.

It's a fine thing to be ambitious, and on the other hand it is a great blessing to be able to recognize your limitations and keep clear of embittering will-o'-the-wisp chases.

A star ad compositor got into his head that he wanted to write the copy instead of putting it into effective typographical dress. There are compositors, of course, who have the making of good copy writers in them, but this man happened to be one of those whose ambition was based on little or no aptitude for writing. He was a failure as a copy writer and then could not reconcile himself to going back to the typographical end.

The foreman of a mechanical department, looking enviously into the office of the business-getting end of the enterprise, asked: "Why can't I have an office and dictate stuff to a stenographer?" "Bill," said his boss, "something has to go in those letters."

\* \* \*

The Schoolmaster has about arrived at the point where he feels that something is wrong if a week

## YOUR PREMIUM DEPT.

can be operated on OUR capital without tying up a cent of your money in premiums and without your paying for coupons, stamps, etc. that may never be redeemed.

So economical, labor-saving and highly efficient are our "Clearing House" methods that many large national concerns have discontinued their own premium departments and are now "clearing" through us.

The extent of our business may be inferred from the fact that last year we printed more than 10,000,000 catalogues for our clients.

Shall we tell you more about it?

**The John Newton Porter Company**

The National Premium Clearing House

Dept. 5a, 253 Broadway, New York

# THE BIG 6

"THE COUNTRY'S FOREMOST  
MEDICAL JOURNALS"

American Journal of Clinical Medicine, Chicago, Ill.  
American Journal of Surgery . . . New York  
American Medicine . . . New York  
Interstate Medical Journal . . . St. Louis, Mo.  
Medical Council . . . Philadelphia, Pa.  
Therapeutic Gazette . . . Detroit, Mich.

ASSOCIATED MED. PUBLISHERS

S. D. Clouston, Sec'y, Ravenswood Bldg., Chicago, Ill.  
A. D. McTrane, Eastern Representative,  
335 Fifth Avenue, New York.

## Manufacturers

The analytical laboratory of this Institute offers its services in connection with chemical and bacteriological analyses, special scientific investigations, etc. Address,

Research Laboratory

**The National Vaccine  
and Antitoxin Institute**

Washington, D. C.

?

*I can tell you how  
a certain Trust Com-  
pany secured 33%  
of the deposits of a  
city of 100,000  
with 13 competitors.*

*Want to hear about it?*

**NATHANIEL FERGUSON**

Financial Advertising Specialist  
READING, PA.

## Lincoln Freie Presse

GERMAN WEEKLY  
LINCOLN, NEB.

Takes the place of 280 County weeklies at  
1-10 the cost. Great saving in bookkeep-  
ing, postage and electros. Rate, 36 cents.

Actual average circulation 125,667

goes by without some well-meaning person fervently affirming his faith in the efficacy of brevity. Almost everybody who has done any advertising has felt the impulse to be humorous or cute. That instinct dates back to the stone age of advertising, and this conviction about brevity is almost as old. Though a man may know nothing else about advertising, he at least knows that if he is awfully, awfully brief he will hit the bull's-eye. Usually, the men who have advertising space to sell have considerable to say. But along comes Brother Frank M. Bruce, of Milwaukee, Wis., a follower of the brevity creed, who tells us that he does not find it necessary to do anything with respect to the April Annual School Building Number of the *School Board Journal* except merely to announce it! The Schoolmaster will not dispute the inference that those who have used space in previous Annual School Building Numbers have been so flushed with business that they will make haste to get in again, but it does seem as if the new advertiser might be told where the journal circulates and to how many people it goes.

There is a good field for a correspondence course in the mail solicitation of advertising orders, but the chances are that those who need it most wouldn't subscribe.

## Marketing Conditions in South Africa

JOHN C. CURTIS has just returned from a trip around the world to investigate selling conditions for Butler Bros., of Chicago. Speaking recently before the Advertising Association of Chicago, he said:

"It is my opinion that South Africa is about the hardest place in the world for Americans to do business in, and for that reason I am surprised every once in a while, as the other day, to read in our newspapers eulogistic articles about promising trade conditions for us there.

"Not only are wage conditions bad among the majority of the



population, which would include those of miners and clerks, but the method of doing business is unsatisfactory in the extreme. There is a great deal of red tape about business transactions. In the first place you have to pay a big duty on your samples which you bring in, and in the second place you have to pay a big license to do business, fifty pounds a year.

"Then again, there is a great deal of red tape about the way they make purchases, I find. You don't go right in and talk to the buyer of an establishment, and find out whether he wants to buy or not. Instead, you must first make an appointment with the head of the house, tell him your story, and have him decide whether he wants you to have any dealings with his buyer. If he O.K.'s you an appointment is made to see the buyer, to whom your whole story must be told anew, and if everything is all right he will make another appointment to come see your samples.

"He may select certain of your samples as being those in which he is interested, in which case he will request that he be allowed to take them for a few days in order that he may compare them with goods he has in stock. After the passage of time the best he will do is to give you a memorandum of goods he would like to have.

"This memorandum is not an order, and the only chance you have of turning it into an order is by having it forwarded to their central house in London for approval. But at London those who take the memorandum in charge may conclude that English-made goods can just as well be substituted and your prospective order may be slashed to pieces or cancelled entirely."

But in spite of these conditions, Mr. Curtis stated that while he was in South Africa the announcement was made that the United States had come into second place in the matter of imports there, taking the place of Germany, due mainly to Ameri-

## The Safe Easy Way

(says the  
Advertising Manager)

"Hello, Peters! I want 50,000 letterheads and 10,000 order-blanks in a hurry."

"All right. Do you want me to submit samples of paper?"

"No, I don't need any samples, Peters. I want Hammermill Bond, 20-pound for the letterheads and 16-pound for the order-blanks. No more ordering in the old way for me. I want to know what I'm getting. The price is the same, I suppose?"

"Sure, the price of Hammermill Bond is always the same, just like the quality of the paper itself."

"All right. I'll mail you samples to-night and I want proofs as soon as possible."

"I'll order the paper to-day and submit proofs in a day or two."

"Good! Handle this job the way you did the last order for circulars. You gave me good work on good paper, and gave it to me in a hurry. Also, you showed me that the safe way to buy printing is to specify

### HAMMERMILL BOND

*Send for sample book of the  
best paper ever made for  
the price*

**Hammermill Paper Co.  
Erie, Pa.**



# AD-TIP

**No. 29** The Journal is a part of the everyday life of everybody in Elizabeth. They have been brought up with it in their homes as have their fathers and grandfathers before them. Your message in it will be respected.

Members A. N. P. A. Bureau of Advertising and Gilt Edge List.

## Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population 80,000

F. E. WORTHEUF, Special Representative  
325 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill

We have no "bulk bank," "give away" or "free" circulation. The merit behind every successful media "reader confidence" and this is only gained through editorial worth.



WISCONSIN  
AGRICULTURIST



**Sears.  
Roebuck  
and Co's  
Greatest  
Triumph**

**HARRIS  
VISIBLE  
Typewriter**

**\$39<sup>80</sup>**

**SOLD ON  
30 DAYS  
TRIAL**



**THE Harris Visible Typewriter** is sold on 30 days' trial. It must give you satisfaction in every particular or the trial will cost you nothing.

The Harris is standard in size and shape, has every feature that makes for neat, rapid, efficient work.

Write today for Typewriter Catalog No. 86P97, with liberal cash and time payment offers.

Sears, Roebuck and Co., Chicago

can barb wire, American steel and the Standard Oil.

He said that the Gramophone, as the Victrola is known there, the Singer Sewing Machine and American clocks have a strong foothold in South Africa.

Mr. Curtis stated that in his opinion China is to-day the best export opportunity for America. The Chinese are turning Americanwise and the merchants there are good liberal buyers of American goods.

As an example of this, Mr. Curtis told a story of a Hong Kong merchant who ordered in December twenty-five cases of men's garters. When Mr. Curtis, astonished at the size of the order, explained to the man that there were one hundred dozen garters in each case, the dealer rather apologized for a small order by explaining that it was near the end of the year and that otherwise he would have made it fifty cases.

## To Advertise St. Louis Parcel Post to Produce Growers

Postmaster-General Burleson instructed the St. Louis postmaster to publish, on April 6, and semi-monthly thereafter, a bulletin containing the names of all farmers in Missouri, Illinois, Iowa, Arkansas and Oklahoma who wish to ship butter, eggs and general produce direct to St. Louis consumers by parcel post. These lists will be distributed broadcast by letter-carriers or delivered to consumers on application. The postmaster has sent out a request to producers asking them to send in their names, addresses and the kind of produce handled for publication in the bulletin.

Postmaster-General Burleson is especially interested in the new scheme to bring the producer and consumer together by direct sale and delivery.

## The Gum Package as an Advertising Medium

Buyers of gum in New York have recently been brought to realize how far the ingenuity of some people who wish cheap advertising can go. Pushed between the individual sticks of gum is found a long, narrow slip of pasteboard, printed on two sides, boasting the merit of a stomach remedy made by the Criterion Chemical Company, New York City. Evidently the clerk in the store, in behalf of the advertiser, had inserted the slips.

T. F. Pevear has resigned as advertising manager of *Harper's Weekly*. A successor has not been appointed.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.**, 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER**, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

### COPY WRITERS

I can't prove to *you* that there's "punch" in my copy till I write some for you. But I shall *then*. Booklets—anything. Fifteen years at it. **ROBERT EASTON**, 1420 Corn Exchange Bank Bldg., Chicago.

### COPIES WANTED

**THE PROCTER & COLLIER CO.**, 528 Walnut St., Cincinnati, wishes to purchase a file of

**Printers' Ink for 1912.**

If you have these issues, please state price for them.

We have a complete file of all issues for 1913, which we will sell, as they are duplicates.

### HELP WANTED

**MANAGER**—Of proven business ability, with at least 5 years' successful circulation experience. Salary Twenty-five Hundred Dollars and excellent prospects. **CANADIAN CIRCULATION CORPORATION LIMITED**, Montreal, Canada.

**WE WISH** to get in touch with a Sales and Advertising Manager, one who is thoroughly familiar from experience in the marketing of a high grade line of package chocolates. An exceptional opportunity is offered such a man. **NIAGARA CHOCOLATE CO.**, manufacturers of Falls Fork - Dipped Chocolates, Niagara Falls, N. Y.

**COPY MAN WANTED**—Must have ideas and be able to express them clearly and logically. A position with a future for a young man who can furnish first-class references. Communicate by letter stating experience in Agency work and salary expected. Address, **AK 838**, Printers' Ink.

### Wanted—For Northern City of

500,000. A first-class direct Mail Advertising Salesman, who can write copy, plan campaigns and sell them. State experience fully, also age. Salary and commission with guarantee of \$60.00 a week to right man. Address, Box **AK-948**, care of Printers' Ink.

**WANTED** by an advertising agency, an experienced advertising solicitor for New York City and vicinity. One capable of influencing one or more accounts. Must have knowledge of copy writing. An opportunity for the right man. State age, experience, references and salary desired. Address, **CONFIDENTIAL**, Box **AK-836**, care of Printers' Ink.

### FOR SALE

## TRADE PAPERS FOR SALE

One established 48 years, one 12 years and one three years, representing three different industries. Each has good field to grow in. Active work and a little capital will insure big successes. Present owner wishes to retire. These are chances of a lifetime. Do not let the other fellow beat you to it. Address, Box **AK-837**, care of Printers' Ink.

### MISCELLANEOUS

**Many Alert Ad Men** have distributed thousands of sticks in the past of chewing gum, each one carrying an attractive advertisement. It is our business to manufacture the gum, which is of the highest grade, and to print the labels. All flavors. Gum guaranteed under Pure Food Act. Samples and prices on request. **THE HELMET AD GUM CO.** Cincinnati, Ohio.

### OUTDOOR ADVERTISING



Independent Outdoor Painted Display Service, all railroads; Interurban and Automobile lines entering Chicago since 1900. **BALL BROS.**, 25 N. Dearborn St., Chicago, Ill.

## POSITIONS WANTED

**Mr. Advertising Manager!**

Should not one year's copy writing experience plus IDEAS qualify me for that vacancy in your office? Salary secondary consideration. Address, Box AJ-822, care of Printers' Ink.

**INSIDE POSITION** wanted by young man, 21. N. Y. City preferred. A position where hard work will be compensated by advancement. Five years with Special Agency. Salary \$18. Address, Box AK-845, care of Printers' Ink.

**ADVERTISING SOLICITOR**, 10 years' experience on leading publications; wide, favorable acquaintance over Eastern territory, including New England, is open for high-class engagement. Strongest indorsements. Address, Box AA-841, Printers' Ink.

**PHILADELPHIA ADVERTISING MAN** desires position as advertising manager of a newspaper in a town of 100,000 to 200,000 population. Wide experience, soliciting and managing. Newspaper and Agency. Can prove ability for a normal salary. Box AK-840, Printers' Ink.

**ARTIST WANTS DESK ROOM**

with concern (agency, manufacturer or printer), that can keep him engaged (about) half time. Specialty retouching mechanical subjects, also strong on dummies, etc. Now with prominent agency. Location, New York. Address, Box AK-846, care of Printers' Ink.

**GENERAL SALES DIRECTOR** who knows his proposition and desires an intelligent, willing co-operator to write and manage his advertising can tempt man who has had much to do with prominent national account to leave his position. Experience enough to be effective, an open mind, and a habit of making good. Age 30; \$55 weekly. Address, PRINTERS' INK, Box AK-839, care of Printers' Ink.

**ADVERTISING MAN,**  
Possessing

**BRAINS, ENERGY, INITIATIVE**, backed by ambition, seeks larger opportunities; seven years' successful selling experience, coupled with thorough knowledge of advertising; highest credentials; age 25; at present with an agency. Address, Box AK-844, care of Printers' Ink.

**I want to be the assistant to a** busy executive. Five years as Purchasing Agent and in charge of Advertising. Experienced in Sales recording and Follow-up. Circularizing and Mail Order Work. Good Correspondent and Planner. Efficient Detail Man. Age 25 years. Ten years' experience. Moderate salary. Box AK-843, care of Printers' Ink.

**ARE YOU ENTERING THE  
BRITISH MARKET?**

A very successful Sales Director for largest American House in the Trade desires change. Four years present situation. Highest references—one recently received from President reads: "Your Work Simply Wonderful." Address "ENTHUSIASM," Box AJ-821, Printers' Ink.

**ASSISTANT ADVERTISING MANAGER OR INSPECTOR**—Specialist at connective and co-operative advertising, with extensive experience in window and interior decoration, sign and show card work, house to house work, detailing of retailers, etc., desires opportunity to demonstrate his ability. Age thirty, well educated, excellent record. Can supervise entire field work. Some experience copy writing. Box AF-878, care of Printers' Ink.

**ADVERTISING AGENCY ACCOUNTING**

—Is this branch of your business entirely satisfactory? Are you getting all the information and data you need in the most efficient way and concise form? Are there unaccountable leaks? Have you a real checking system that guarantees that everything is charged up? Can you tell at any stage whether each account is paying a reasonable profit or not? I want to connect with you if you are in trouble on any of these points and show you the way out. Address, Box AK-847, care of Printers' Ink.

**HAVE HAD 15 YEARS' EXPERIENCE IN**

Chicago territory, favorably known at all advertising sources; have an established office and represent a weekly trade paper which only requires half of my time. Can give one other publisher good service for a moderate sum, or would assist a New York specialist to establish himself in Chicago. Can handle any kind of a list—Daily, Magazine, Farm or Trade papers. If you are thinking of making a change, will be pleased to give a personal interview at your office during the week of Publishers' Convention. Box AK-838, care of Printers' Ink.

**ADVERTISING MANAGER, 12 years' ex-**

perience in Paints and Varnishes, one year general copy, extensive knowledge of Magazine, Newspaper and Trade Paper Advertising, editing of live house organ, producer of resultful follow-ups, booklets, store display matter, coining of trade names, designing of labels, etc. Thoroughly familiar with dealer co-operative work, salesmen and office systems. Just finished big campaign embodying every form of good publicity (samples to show). Executive position with a man's size salary required. Circumstances (which I will make known) demand immediate change—will go anywhere for the right proposition. FRANK H. BROWN, 1826 Hutchison St., Montreal, Canada.

**Your Advertising and  
Practical Printing Man?**

Employed 5 years as compositor; one year as proofreader and layout man; one year as foreman of large composing room; one-half year as estimator of a \$250,000 printing firm in Montreal; and is now assistant to printing manager of a large advertising agency in New York City, but wishes to connect where I have more chance to develop my advertising knowledge. Is thoroughly familiar with engraving and printing methods, and color harmony; has a broad knowledge of stock, type, ink, bronzes, etc., and cost of same. Is also a strong, convincing writer. Would be specially valuable as an assistant to advertising manager of a firm requiring large amount of printing; or as advertising manager of a medium sized concern. Salary no object if right place. Box AK-841, care of Printers' Ink.

## PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## PUBLISHING BUSINESS OPPORTUNITIES

**AUTOMOBILE MONTHLY** doing about \$50,000 gross business can be bought for \$50,000 with reasonable terms and responsible parties. Owner desires to retire from publishing business. Box AF-680, Printers' Ink.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1913, \$9,009. First 2 months, 1914, 30,345. Best and cleanest advertising medium in Alabama.

## ARIZONA

**Phoenix, Gazette**. Average gross circulation Jan. 1914, 7,619.

## CALIFORNIA

**San Francisco, Examiner**.

Sworn average daily circulation for 1913 128,396.

The only morning newspaper in its territory with no return privileges.

## CONNECTICUT

**New Haven, Evening Register**, daily. Aver. for 1913 (sworn) 19,336 daily, 2c.; Sunday, 15,680, 5c.

**Waterbury, Republican**. Examined by A. A. regularly. 1913. Daily, 8,666; Sunday, 8,653.

## ILLINOIS

**Joliet, Herald**, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,591.

**Peoria, Evening Star**. Circulation for 1913, Daily, 21,891; Sunday, 10,449.

## INDIANA

**South Bend, Tribune**. Sworn average Feb. 1914, 13,868. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**. Average 1913, daily, 9,818; Sunday, 10,518. "All paid in advance."

**Des Moines, Register and Leader-Tribune**, daily average Dec. '13, 60,000; Sunday, 43,000. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

**Washington, Eve. Journal**. Only daily in county. 2,903 subscribers. All good people.

**Waterloo, Evening Courier**, 56th year; Av. dy. 1913, 9,331. Waterloo pop., 39,000.

## KENTUCKY

**Louisville, Courier-Journal**. Average 1913, daily, 30,649.

**Louisville, The Times**, evening daily, average for 1913 net paid 51,328.

## LOUISIANA

**New Orleans, Item**, net daily average for 1913, 68,666.

## MAINE

**Augusta, Kennebec Journal**, daily average 1913, 10,657. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1913, daily 10,810.

**Portland, Evening Express**. Net average for 1913, daily 19,537. Sunday *Telegraph*, 13,003.

## MARYLAND

**Baltimore, News**, daily. News Publishing Company. Average 1913 — Sunday, 56,889; daily, 76,733. For March, 1914, 80,947 daily; 65,304 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS

### Boston Globe

Average Circulation 1913:

177,747 Daily 313,397 Sunday

Advertising totals: 1913, 8,334,750 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

**Boston, Evening Transcript** (©©). Boston's tea table paper. Largest amount of week day ad.

**Lynn, Evening Item**. Daily sworn av. 1911, 16,987; 1912, 15,338; 1913, 15,973. Two cents. Lynn's family paper. Covers held thoroughly.

**Salem, Evening News**. Actual daily average for 1913, 19,495.

**Worcester, Gazette**, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Largest ev'g circ.

## MICHIGAN

**Detroit, Michigan Farmer**. Michigan's only farm weekly. Average circulation 1913, 51,331.

## MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



**Minneapolis.** *Form, Stock and Home*, semi-monthly. Actual average for first 3 months, 1914, 109,000.



**Minneapolis.** *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,753; Sunday *Tribune*, 189,168.

## MISSOURI

**St. Louis.** *National Farmer and Stock Grower*, Mo. Actual average for 1913, 135,602.

## NEW JERSEY

**Camden.** *Daily Courier*. Daily, Jan. 1st, 1913, to Dec. 31, 1913, 10,738.

**Camden.** *Post-Telegram*. 11,292 daily average 1913. Camden's oldest daily.

**Trenton.** *Times*. Only evening and Sunday. '11, 20,118; '12—21,989; '13, 24,510.

## NEW YORK

**Buffalo.** *Courier*, morn. Ave., 1913, Sunday, 165,269; date 61,758; *Evening*, 47,856.

**Buffalo.** *Evening News*. Daily average, for 1913, 23,579.

**Gloversville and Johnstown.** N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

**Schenectady.** *Gazette*, daily. A. N. Lieaty. Actual Average for 1913, 23,008. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

## NORTH CAROLINA

**Winston-Salem.** *Daily Sentinel* (e) av. Dec., '13 6,599. *Semi-Weekly Sentinel*, av. Dec., '13, 7,271.

## OHIO

**Cleveland.** *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,054. For Feb., 1914, 110,403 daily; Sunday, 148,143.

## PENNSYLVANIA

**Erie.** *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,535; 22,416 av., March, 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



**Philadelphia.** *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,959; the Sunday *Press*, 170,667.

**Washington.** *Reporter and Observer*, circulation average 1913, 13,916.



**West Chester.** *Local News*, daily, W. H. Hodgson. Ave. for 1913, 18,126. In its 42nd year, independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre.** *Times-Leader*, eve. net, sworn, average for 1913, 19,137.

**York.** *Dispatch and Daily*. Average for 1913, 19,137. Covers its territory.

## RHODE ISLAND

**Pawtucket.** *Evening Times*. Average circulation for 1913, 21,628—sworn.



**Providence.** *Daily Journal*. Sworn ave. net paid for 1913, 19,036 (©). Sunday, 20,494 (©). *The Evening Bulletin*, 47,802 sworn ave. net paid for 1913.

**Westerly.** *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1913, 6,839.

## SOUTH CAROLINA

**Charleston.** *Evening Post*. Evening. Actual daily average 1912, 8,599.



**Columbia.** *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,035. Jan., 1914, average, daily and Sunday, 23,014.

## VIRGINIA

**Danville.** *The Bee* (eve.). Average, March, 1914, 6,293.

## WASHINGTON

**Seattle.** *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1913 cir. of 66,607 daily, 86,872 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

**Tacoma.** *Ledger*. Average year 1912, daily and Sunday, 21,347.

**Tacoma.** *News*. Average for year 1912, 20,598.

## WISCONSIN

**Janesville.** *Gazette*. Daily average, March, 1914, daily 6,989; semi-weekly, 1,397.

**Racine** (Wis.) *Journal-News*. Daily average circu. Jan. 1st to Dec. 31, 1913, 6,932.

## ONTARIO, CAN.

**Fort William.** farthest West city in Ontario. *Times Journal*, daily average, 1913, 4,712.

## SASKATCHEWAN, CANADA

**Regina.** *The Leader*. Average, for 1913, 13,983. Largest circulation in Saskatchewan.

# Want-Ad Mediums

## CONNECTICUT

**NEW Haven Register.** Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,336.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MINNESOTA

**THE Minneapolis Tribune,** Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.

## NEW YORK

**THE Buffalo Evening News** is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign **◎**.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

## ILLINOIS

**Bakers' Helper** (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

**The Inland Printer**, Chicago (◎◎). Actual average circulation for 1912-13, 17,266.

## MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston **Evening Transcript** (◎◎), established 1836. The only gold mark daily in Boston.

Worcester **L'Opinion Publique** (◎◎). Only French daily among 75,000 French population.

## MINNESOTA

The **Minneapolis Journal** (◎◎). Only Gold Mark Paper in Minnesota. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

## NEW YORK

**Brooklyn Eagle** (◎◎) is THE advertising medium of Brooklyn.

**Dry Goods Economist** (◎◎), the recognized authority of the Dry Goods and Department Store trade.

**Hardware Dealers' Magazine** (◎◎). Specimen copy mailed on request. 263 Broadway, N.Y.

New York **Herald** (◎◎). Whoever mentions America's leading newspaper mentions the New York Herald first.

**Scientific American** (◎◎) has the largest circulation of any technical paper in the world.

New York **Tribune** (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

**The Press** (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1913, sworn net average, Daily, 79,969. Sunday, 170,687.

# THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

**Providence Journal** (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

## TENNESSEE

The **Memphis Commercial-Appeal** (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial-Appeal passes both quality and quantity tests. Daily, over 86,000; Sunday, over 87,000; weekly, over 98,000.

## WASHINGTON

The **Seattle Times** (◎◎), leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The **Milwaukee Evening Wisconsin** (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.



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## Unseen Forces Behind Your Telephone

THE telephone instrument is a common sight, but it affords no idea of the magnitude of the mechanical equipment by which it is made effective.

To give you some conception of the great number of persons and the enormous quantity of materials required to maintain an always-efficient service, various comparisons are here presented.

The cost of these materials unassembled is only 45% of the cost of constructing the telephone plant.



### Poles

enough to build a stockade around California—12,480,000 of them, worth in the lumber yard about \$40,000,000.



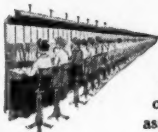
### Telephones

enough to string around Lake Erie—8,000,000 of them, 5,000,000 Bell-owned, which, with equipment, cost at the factory \$45,000,000.



### Wire

to coil around the earth 621 times—15,460,000 miles of it, worth about \$100,000,000, including 260,000 tons of copper, worth \$88,000,000.



### Switchboards

in a line would extend thirty-six miles—55,000 of them, which cost, unassembled, \$90,000,000.



### Lead and Tin

to load 6,600 coal cars—being 659,960,000 pounds, worth more than \$37,000,000.



### Buildings

sufficient to house a city of 150,000—more than a thousand buildings, which, unfurnished, and without land, cost \$44,000,000.



### Conduits

to go five times through the earth from pole to pole—225,778,000 feet, worth in the warehouse \$9,000,000.



### People

equal in number to the entire population of Wyoming—150,000 Bell System employees, not including those of connecting companies.

The poles are set all over this country, and strung with wires and cables; the conduits are buried under the great cities; the telephones are installed in separate homes and offices; the switchboards housed, connected and supplemented with other machinery, and the whole Bell System kept in running order so that each subscriber may talk at any time, anywhere.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

# VANITY FAIR

449 Fourth Avenue, New York

K. M. GOODE  
*Business Manager*

CONDÉ NAST  
*Publisher*

BARRETT ANDREWS  
*Advertising Manager*

## Thank You!

**B**ACK in August, 1913, it was with great diffidence that I asked you to read the thin 32-page magazine we sent out that month. It contained 20 reading pages and only 12 advertising.

And yet, simply because they believed Vanity Fair was entering a new and profitable field, 104 advertisers forgot about that woeful August number and ordered space for September.

**N**OW, seven months later, the May Vanity Fair will contain 132 pages—69 of advertising, distributed among 445 advertisers. In the class magazine field, Vanity Fair already has jumped to a commanding place in volume of patronage. See page 112.

As for its sales, and the kind of people who read it, ask your newsdealer!

*Barrett Andrews*



If you haven't seen Vanity Fair, and are interested in the kind of magazine that can make such a record, I will be glad to send the April number for you to read at leisure.